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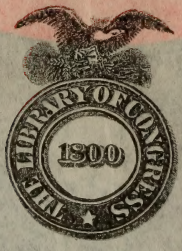
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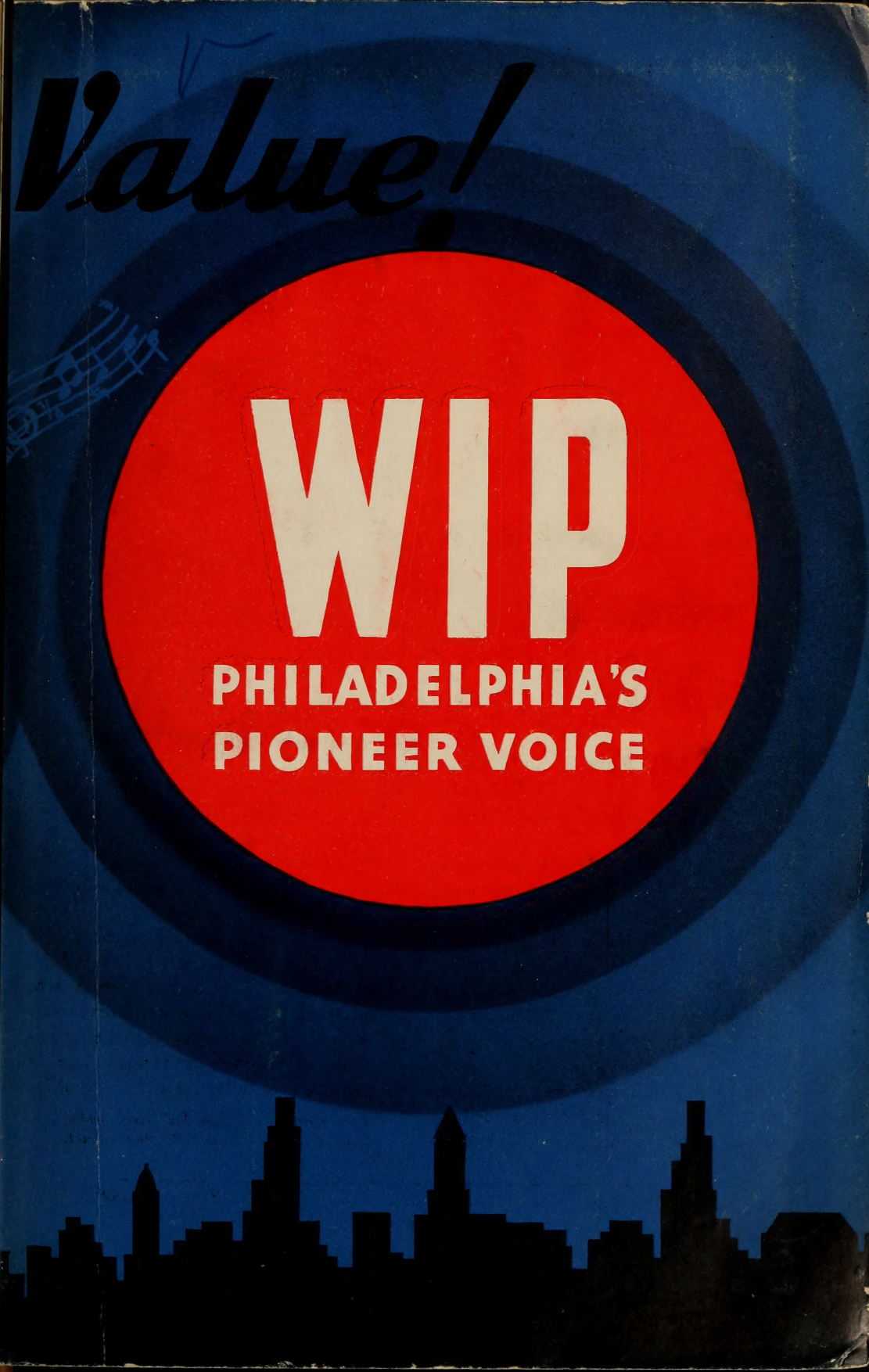
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Radio daily, New York.



RADIO DAILY

PRESENTS

THE 1938 RADIO ANNUAL



Jack Alicoate, Editor

COMPILED BY THE STAFF OF RADIO DAILY

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1938
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A Bit Of Introduction

By THE EDITOR

RADIO DAILY, the national daily newspaper of a great industry, is happy to present to the radio world its first yearly edition of RADIO ANNUAL. Whether one thinks of radio as an art or as a business, it has become one of the world's greatest industries, the entertainment medium for many millions and a tremendous force for cultural and educational enlightenment. To its everlasting credit, it is the cleanest and most wholesome medium of public expression in the world. Its ramifications are many. Hundreds of its important elements dovetail in synchronic precision. Television is just over the hill. And so—



IN THE pages that follow, RADIO DAILY, through RADIO ANNUAL, presents a practical and working guide to Radioland and a picture of what's what and who's who in the radio field. Statistical and informative data has been gathered from the four corners of the world. For ready reference, the volume has been broken down into three major sections: I, "Stations and Networks," the background of the industry; II, "Backstage," which includes the studio and all elements entering into the production side of radio; III, "The Business Side," covering the important part played by the advertising agency, the station representative and the sponsor before the program reaches the mike. Lesser but important departments include "The Literary Side," "The Legal Side," "The Cultural Side," "Television," "The Technical Side" and a comprehensive "Foreign Section."

RADIO ANNUAL has been an entire year in preparation. It has had the complete and enthusiastic cooperation of every branch of radio. To the various government departments in Washington and New York, to the Federal Communications Commission, the National Association of Broadcasters, the Federal Trade Commission, the Columbia Broadcasting System, the National Broadcasting Company, the Mutual Broadcasting System and the many others who have helped to make the accuracy and completeness of the following pages possible, the editor takes this opportunity of expressing his sincere thanks and appreciation.

Jack Alicoate.



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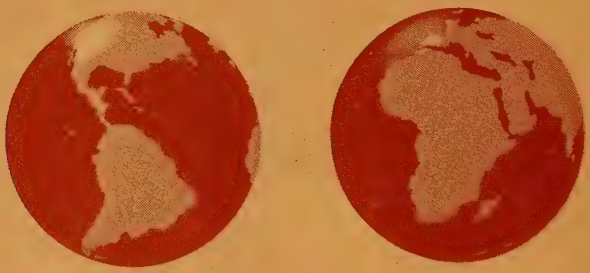
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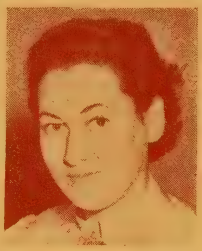
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Cherry and Webb Broadcasting Company . . . National Representatives: Paul H. Raymer Co., New York, Chicago, Detroit, San Francisco.

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RADIO GUIDE

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...By the number of station feature programs. (And all sponsored!)

...By Cost per Listener.

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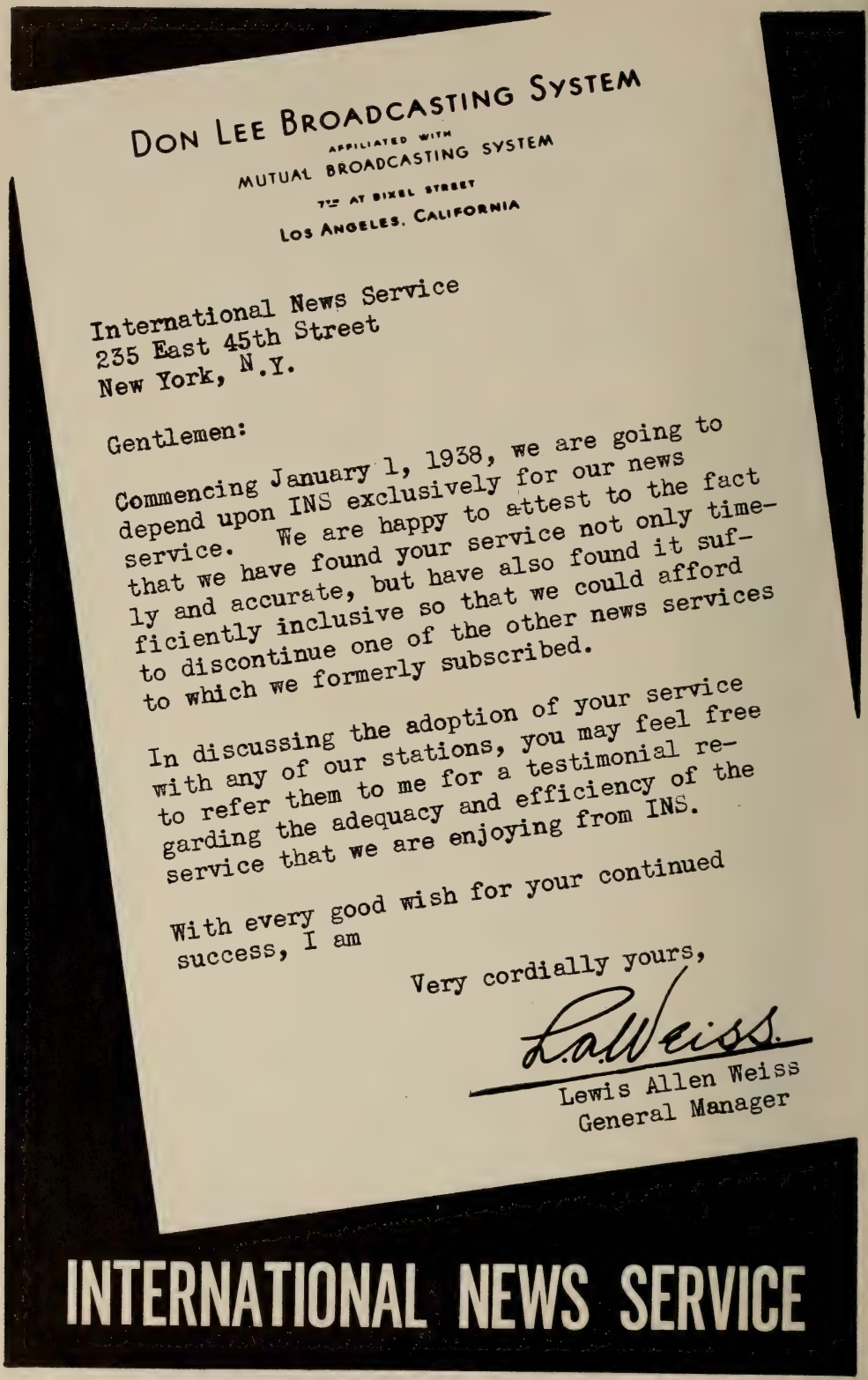


THIS IS THE FIRST
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RADIO ANNUAL

1938

Designed to cover radio completely, for distribution shortly after the first of each year, and issued to Radio Daily subscribers as part of Radio Daily Service.



DON LEE BROADCASTING SYSTEM
AFFILIATED WITH
MUTUAL BROADCASTING SYSTEM
7TH AT BIXEL STREET
LOS ANGELES, CALIFORNIA

International News Service
235 East 45th Street
New York, N.Y.

Gentlemen:

Commencing January 1, 1938, we are going to depend upon INS exclusively for our news service. We are happy to attest to the fact that we have found your service not only timely and accurate, but have also found it sufficiently inclusive so that we could afford to discontinue one of the other news services to which we formerly subscribed.

In discussing the adoption of your service with any of our stations, you may feel free to refer them to me for a testimonial regarding the adequacy and efficiency of the service that we are enjoying from INS.

With every good wish for your continued success, I am

Very cordially yours,

L. A. Weiss

Lewis Allen Weiss
General Manager

INTERNATIONAL NEWS SERVICE

RADIO

Past - Present - Future

By

DON CARLE GILLETTE
Editor Radio Daily

LESS than two decades ago, radio broadcasting as it exists at present was not believed possible except by a small handful of persons.

Today it is taken for granted by everybody.

What new wonders it will unfold a generation from now, or even sooner, is up to those same men of vision who have the courage to carry through despite the doubts of the skeptics.

Mediums of entertainment and methods of business are continually changing or being replaced to conform with new inventions and new patterns in mass thinking.

Minstrelsy came and went. Vaudeville did likewise. The legitimate theater is on its last legs.

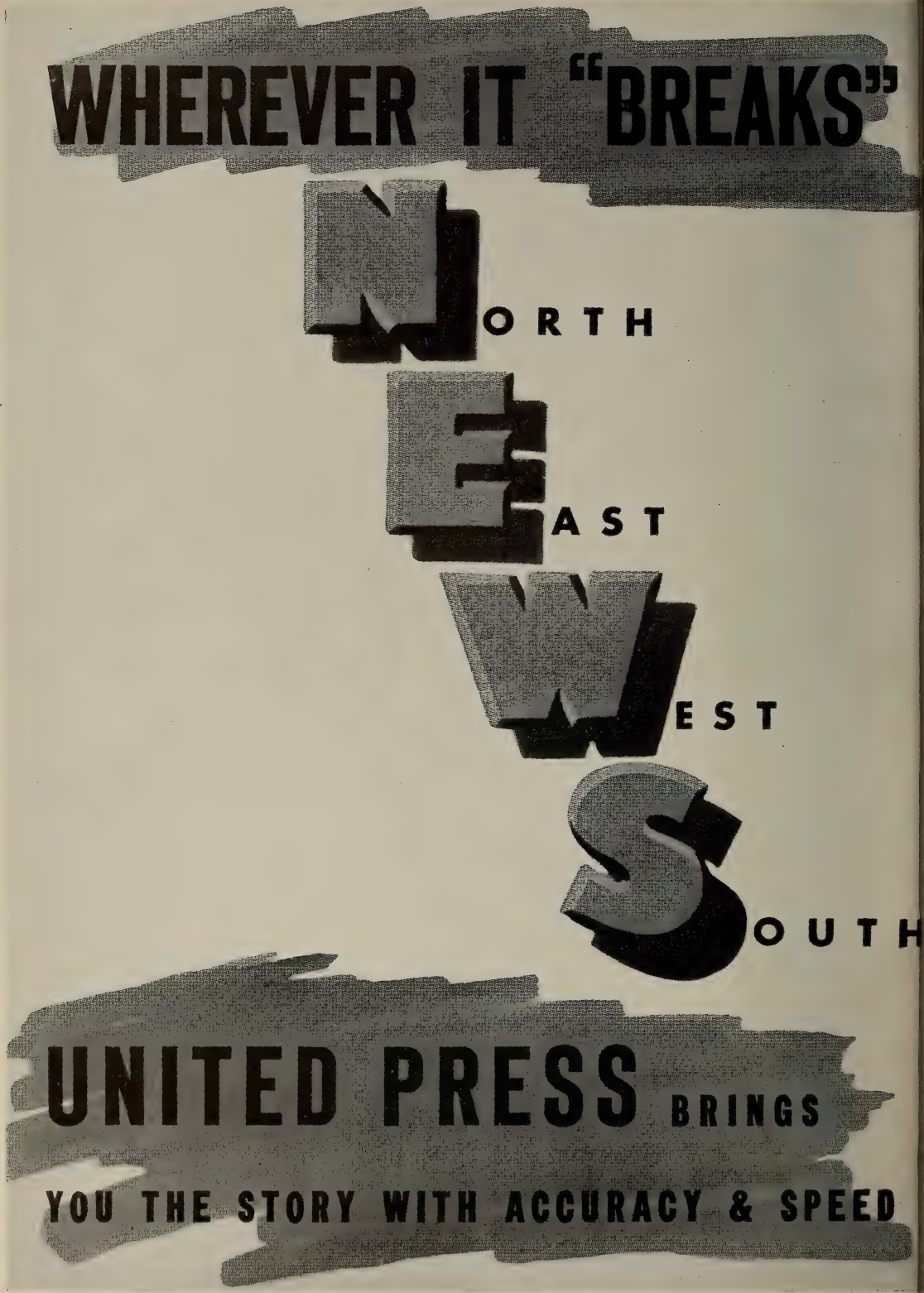
Radio entertainment, in so far as type of program is concerned, has pretty much followed the same course that was trod by the stage, and it is only in recent years that a few strictly radio formats have been developed to a point where they belong specifically to radio.

Whereas the engineers and technicians of radio have made steady improvement in the mechanical end, the producing department has shown less enterprise and ingenuity; much of today's dramatic radio fare, for instance, is the equivalent of the old-time "mellers" of stage and screen.

Radio's popularity in the years to come will depend entirely on the broadcasters' ability to hold the public ear by improvements, innovations and periodical fillips to revive interest when it falls into one of those inevitable ruts.

The stage lost out because it stubbornly refused to admit that any other form of entertainment could ever take its place.

Radio will insure its own permanence by bearing in mind that something else can replace it unless radio itself changes with the times.


WHEREVER IT "BREAKS"
NORTH
EAST
WEST
SOUTH
UNITED PRESS BRINGS
YOU THE STORY WITH ACCURACY & SPEED



Blank & Stoller, Photo

BROADCASTING

THE primary objective of broadcasting should not be money-making but the meeting of the public demand for a service that is dependable, impartial and fair to all American interests and free from features that are offensive or hurtful.

A very large percentage of our population of all ages listens daily to broadcast programs. They are heard in the homes in cities, towns, hamlets, and on the farms. They reach the people whether at work or at play. Station managers are under a direct and great responsibility for the character of these programs. Programs in America today are in many respects superior in quality. There is, however, room for great improvement if this agency is fully to meet the reasonable demands of the listening public.

Informed social vision will point the way to an increasingly entertaining, wholesome, instructive and acceptable service.

Frank R. McNinch
Chairman,
Federal Communications Commission



CONCERT





OPERA



SCREEN



RADIO

NINO MARTINI

Tenor Star of the Metropolitan

OPERA ★ CONCERT ★ RADIO ★ MOTION PICTURES

Current season booked solid to June 1st—appearing in concert throughout America, fifth season Metropolitan Opera Company, and as guest star on outstanding radio programs — including Ford, Chesterfield, Coca-Cola, etc.

Management Evans and Salter New York

VICTOR RED SEAL RECORDS

KNABE PIANO

RADIO FACTS and FIGURES

There were 723 licensed broadcasting stations in the U. S. at the beginning of 1938; also 20 licensed experimental television stations.

Number of network stations as of Feb. 1, 1938 were: NBC, 143; CBS, 115; Mutual, 76.

Out of some 31,500,000 American families, more than 25,000,000 have radio sets; 4,500,000 homes have two or three sets, and there are in excess of 5,000,000 radio-equipped autos.

Radio time sales in 1937 exceeded $125,000,000, compared with $108,000,000 in 1936; national network billings accounted for about 55 per cent of the amount.

Approximately $500,000,000 was spent by the public in purchasing 8,000,000 radio receiving sets in 1937, against 8,248,755 sets sold in 1936, when the all-time record was set.

Amount spent on radio talent in the past year is roughly estimated at $45,000,000.

A survey by the magazine Fortune on favorite pastimes gave radio first place with 18.3 per cent; movies, 17.3 per cent; magazines-books, 13.8 per cent; hunting-fishing, 11 per cent; watching sporting events, 10.4 per cent; newspapers, 7.1 per cent.

The average home radio set is in use a total of four hours daily.

Music averages about 62 per cent of total program hours on U. S. stations.

The 718-ft. KDKA antenna at Saxonburg, Pa., is the highest welded structure in the world.

Radio sets are replaced every three years, on an average.

"COCOMALT"

presents



JOE PENNER



EVERY SUNDAY EVENING

COLUMBIA COAST-TO-COAST NETWORK

TIME

5:00 P.M. CENTRAL — 6:00 P.M. EASTERN
7:00 P.M. MOUNTAIN — 8:00 P.M. PACIFIC

SCREEN—RKO RADIO PICTURES, INC,

"ROLLING STONES" *now in production*

"BING BANG BAILEY" *in preparation*

Address:

8665 Sunset Boulevard — Hollywood — California

Ten Outstanding Radio News Events of 1937

Frank R. McNinch Succeeds Late Anning S. Prall as Chairman of FCC and Orders Drastic Changes in Commission.

American Federation of Musicians Forces Broadcasters to Hire More Musicians.

NAB at Special Meeting Votes Reorganization and Raise in Dues.

Unions Launch Organization of Radio Workers, Resulting in Widespread Adoption of 40-Hour Week, Wage Increases, Etc.

John Elmer is Elected President of NAB, succeeding C. W. Myers.

Warner Bros. Pictures Revealed as Having 65 per cent Control of Transamerican.

WLW Line is Established as Potential Fourth National Network.

Congressional Probe of Radio Demanded in Several Bills.

Elliott Roosevelt Becomes Head of Hearst Radio.

Paul M. Segal, attorney, suspended for irregular practices before FCC; charges against George S. Smith dismissed.

THE
FASTEST
GROWING
PROGRAM
IN
AMERICA

RINSO - LIFEBUOY

WITH

AL JOLSON

MILESTONES

important and interesting steps in the progress of commercial radio

First patent on a wireless system was granted July 30, 1872, in the U. S. to Dr. Mahlon Loomis of Washington, D. C.

Marconi sent and received his first wireless signals across his father's estate in 1894.

First signal to be sent across the Atlantic was plucked by Marconi in Newfoundland on Dec. 12, 1901.

Broadcasting as it is known today "officially" started Nov. 2, 1920, when KDKA of Pittsburgh aired the Harding-Cox election returns. Station operated under an experimental radio-telephone license until Nov. 7, 1921, when its regular broadcasting license was issued.

First station to obtain a regular license for broadcasting was WBZ, Springfield, Mass., which was issued a license by the Department of Commerce on Sept. 15, 1921, while WWJ, Detroit, was licensed Oct. 13, 1921, although it opened experimentally on Aug. 20, 1920.

First radio station to broadcast a play by television was WGY, Schenectady, which transmitted "The Queen's Messenger," a one-act drama, on Sept. 11, 1928.

Warner Bros. was the first film studio to go on the air with a program—the weekly "Vitaphone Hour" over CBS in 1928.

A telephone tieup between WEAF, New York, and WNAC, Boston, on Jan. 4, 1923, was the first "chain" broadcast; first multiple station hookup took place in June of same year.

Dempsey-Carpentier fight was the first boxing match to be aired, with Major Andrew J. White as announcer, on July 2, 1921.

Opening of Congress was broadcast for the first time on Dec. 4, 1923.

First international program was rebroadcast by WJZ from Coventry via Houlton, Me., in 1924.

First coast-to-coast broadcast took place Jan. 1, 1927, when a Rose Bowl football game was aired.

First round-the-world broadcast sent from Schenectady on June 30, 1930.

President Roosevelt inaugurates "fireside chats" on March 12, 1933.

WLW in Cincinnati starts operating with 500,000 watts, first and only station with such power (experimental).

RCA starts television tests from Empire State Building, New York, on June 29, 1936.

PHIL BAKER



Currently appearing in
"The Goldwyn Follies"

The Good Gulf Program
Sunday 7:30 — 8 P. M. EST.
Columbia Broadcasting System

Management
Lyons, McCormick & Lyons

NATIONAL NETWORKS

By

M. H. SHAPIRO
Associate Editor RADIO DAILY

UNQUESTIONABLY one of the most healthy and progressive industries in the world, the major networks, virtually without knowledge of depressions, much less recessions, have never taken a step backward since their inception. Continuous progress, both financially and as public servants, has marked each successive month of their comparatively short histories, with the lucrative 1937 score showing a 16 per cent increase in gross receipts for the three major companies. Of the record breaking total of approximately $69,200,000, NBC contributed $38,651,286, up 12 per cent, for both the Red and Blue webs. CBS gross billing totaled $28,722,118, an increase of 24 per cent. Mutual billings for the year were not far from the $2,000,000 mark. The general trend at the close of the year was highly encouraging, as evidenced by the December billings.

During the year 1937, NBC added 41 stations (although not quite as many markets), bringing the grand total for the Red and Blue to 143 stations, with more additions in line for 1938. CBS added 21 stations and 18 markets, 3 outlets being involved in station changes, giving a grand total of 108 at the close of the year. For 1938 additional outlets have been set. Mutual, which began the year with 20 odd stations, increased the chain to 76 all told. In each instance, whether NBC's two chains, CBS or Mutual, the wattage added was a considerable factor.

Apart from newcomers, increased power grants to numerous outlets further boosted the wattage, while NBC and CBS expansion plans were much in evidence as to new equipment and facilities. Advertisers and their agencies have actually written the success story of the radio network, and are continuing to write it, daily.

Educational side was strongly advanced, with NBC hiring Dr. James Rowland Angell, former Yale University prexy, as educational counselor. CBS formulated its Adult Educational Board, comprised of a strong array of nationally known educators and publicists. NBC brought Toscanini to conduct its own symphony orchestra to match CBS' New York Philharmonic broadcasts. Mutual has likewise sought to leave no stone unturned in an effort to maintain good music and educational features.

For 1938 the financial outlook is better than ever. The major network executives are busy concerning themselves with new developments, problems and obligations to the vast listening public.

(For complete network section please turn to page 129)



JACK MAJOR



Willson Powell & Hayward, Inc.
444 Madison Ave.
New York City
PLaza 5-5480

Columbia Artists, Inc.
485 Madison Avenue
New York City
WIckersham 2 - 2000

1937-STATIONS-1938

By

M. H. SHAPIRO

Associate Editor RADIO DAILY

GENERALLY speaking, the individual station found itself in a stronger position financially during the year 1937 as compared to the year previous. A spot business recession made itself felt in the late fall, but this was considered more or less a part of the same aspect that confronted many other industries at the time.

For the coming year the broadcasters will be under additional overhead of serious nature, particularly the independently owned affiliated outlets of major webs. The increased burden imposed by the AFM requires a minimum of $1,500,000 to be absorbed in extra musician salaries by the affiliates alone. What, if any, additional burden will be imposed upon the wholly independent stations remains to be seen at this writing.

Two major problems that confronted the broadcasters in 1937 were the AFM demands and the decision to reorganize the NAB, brought to a head as a result of the musician situation. Outcome of the reorganization plan for the trade association will be found in another section of this volume pertaining to the NAB.

Usual percentage of Construction Permits for new stations were issued by the FCC during the year, and important power increases were granted numerous outlets. Appointment of Frank R. McNinch as Chairman of the FCC and the resultant new setup and procedure is generally regarded as being a fair one. Utterances by Chairman McNinch and other commissioners indicate no drastic changes in policy beyond what has taken place.

(*For complete station information please turn to page* 159)

Jack Benny

JELL-O PROGRAM

My Cast:

MARY LIVINGSTONE
DON WILSON
PHIL HARRIS
KENNY BAKER
SAM (SHLEPPERMAN) HEARN
ANDY DEVINE

My Authors:

BILL MORROW
ED BELOIN

TELEVISION AND THE RADIO INDUSTRY

By David Sarnoff

President Radio Corporation of America, and Chairman of the Board of the National Broadcasting Company

RADIO—which grew from the seed planted by physicists to the point where it affects the life of nations — has "arrived," but only at an early station on its journey. We are just beginning to enter, in any practical way, the fascinating domain of ultra-high frequencies —in which radio sight will be added to radio sound.

RCA EXPERIMENTAL STATION

Television emerged from the laboratory "into the open air" on June 29, 1936. At that time RCA engineers began transmitting television images from the RCA experimental station at the top of the Empire State Tower, New York City, to receivers at selected observation points throughout the metropolitan area. As a result of continuous experiments under actual service conditions the transmitting antenna and much of RCA's other television equipment has been remodeled several times.

TELEVISION ENGINEERING PROGRESS

Week by week and month by month television engineering progress has seemed slow and difficult. Yet when we look back today over the relatively short period that separates us from our first television field tests we can observe a number of definite and promising achievements.

Whereas in 1936 each separate image was scanned with 343 lines, today we are scanning with 441 lines. This standard of picture-definition is now generally regarded as satisfactory. During the past year the color of television pictures has been changed from green to black-and-white, and their brilliance greatly increased. The size of the picture has been increased from approximately 5 x 8 inches to 7½ x 10 —almost double the area. In addition, important progress has been made in projecting television pictures of approximately 3 x 4 feet onto a screen. Kinescopes and other articles of television equipment have recently been made available to amateur experimenters.

TELEVISION PROGRAMS

These are some of the technical advances in television accomplished by RCA engineers during 1937. Meanwhile, the broadcasting service of RCA —the National Broadcasting Company —has been operating an experimental television studio in the RCA Building, and has also made significant progress in the development of television programs. Lighting and make-up, sound effects, scenic design and studio architecture, as well as the manipulation and coordination of television cameras, have been the subject of continuous study and experiment by NBC engineers and program specialists. New techniques for the writer, the director,

AMERICA'S BELOVED SOPRANO

JESSICA....



Dragonette

Management:

HAENSEL & JONES

113 West 57th Street New York, N. Y.

Division: Columbia Concerts Corporation of Columbia Broadcasting System

and the actor are being explored. Practical experiments with outside television pick-up equipment are now under way. It has become apparent that the television program must blaze many new trails in order to develop a form of presentation fitted both to the scope and limitations of the new medium.

Ultimately television will create its own individual art form—a fresh and unique world of illusion. It will supplement the older arts of stage, motion picture, and sound broadcasting, and supersede none.

TELEVISION TALENT

In the world of creative and expressive art the hardest question which television propounds is that of supplying talent. Television broadcasting, even more than sound broadcasting, will be the great consumer of art. It will constantly demand more and better writers, musicians, actors, and scenic designers—new thoughts, new words, new songs, ne wfaces, new backgrounds. Unlike a play on the stage or a motion picture which may run for a year, the television program, once it has been shown to a national audience, is on the scrap-heap. It is finished. Television will call for a whole new generation of artists.

COMMERCIAL TELEVISION

In evolving a satisfactory program technique we have already learned that television programs will cost much more money than sound broadcast programs. If television programs are to be provided through the support of commercial sponsors, advertisers must first be furnished with sufficient circulation to justify their expenditures. Here we have the dual problem of simultaneously creating a cause and an effect: we must create large audiences in order to support costly programs, and we must build costly programs in order to attract large audiences.

FACILITY PROBLEMS

To meet the requirements of a nationwide television service, vast sums of money must be invested in new facilities. The present range of useful television signals is less than 50 miles. The creation of even limited networks, with connection by coaxial cable or radio relay, is a highly expensive undertaking. As in every other pioneering development and rapidly changing art such investments cannot be made without risk. I believe, however, that the same American pioneering spirit of private enterprise which has given us great systems of transportation and communication, and has produced the great industries of the automobile, motion picture and radio, will likewise provide us with a nationwide system of television.

THE NEW INDUSTRY

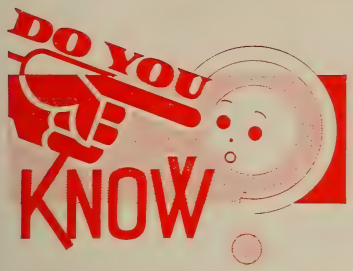
Radio has already furnished extensive employment to both capital and labor. In television, the newest child of the radio art, we can foresee another vigorous industry which will provide many new avenues of employment, and will furnish opportunities to the younger generation looking for careers in new fields.

We can, I believe, look forward to the ultimate establishment of an American television system, which, like our present system of sound broadcasting, will employ many thousands of workers, will offer a unique advertising service to American business, and will render a free educational and entertainment service to the public.

(For complete television information please turn to page 443)



BENNY GOODMAN



By A. B. CHAMBERLAIN,
Chief Engineer
Columbia Broadcasting System, Inc.

THAT the power output from one microphone is so small that it would require the combined output of twenty-four billion microphones—or about twelve to every human being on earth—to produce sufficient power to light an ordinary 40-watt electric light bulb. Broadcast microphones produce only .00000000166 watts. This is amplified thirty trillion times (30,000,000,000,000) before being broadcast from a 50,000-watt station. This is accomplished without distorting the character of the original complex sound wave.

SOUND WAVES

That radio waves travel with the same velocity as light—186,000 miles per second. This is equal to a distance seven and one-half times around the world? Audio signals transmitted over telephone circuits, such as are used for network transmission, have a velocity of approximately 20,000 miles per second. Contrast this with the speed of sound waves, which is approximately 1100 *feet* per second. Because of the difference between the speeds of radio and sound waves, a broadcast listener in California, or a short-wave listener on the opposite side of the world, can hear a program broadcast from the stage of a New York CBS Playhouse before a spectator seated in the last row of the orchestra hears it.

OPERATING FREQUENCY

That radio engineering is one of the most exact of sciences? The operating frequency of most American broadcast stations is maintained with 10 cycles of its assigned frequency. At 1000 kilocycles, this represents a deviation of only ten parts in one million.

RECEPTION

That geography has a lot to do with radio reception in your home? The primary service area of a broadcast station is dependent upon the station location, frequency, power, soil conductivity, topography, antenna radiating efficiency, interference from other stations and interference created by electrical noises—both man made and natural.

1937 BROADCAST HOURS

That more than 3,250,000 hours of broadcasting took place in the United States this past year? Nine stations operated by CBS originated 100,000 programs during this period. Of these 100,000 programs 20,000 originated for the Columbia network from the New York studios alone. This vast amount of entertainment was made available to 25,000,000 radio homes and 4,000,000 radio equipped automobiles. There are at the present more than 100,000,000 radio listeners in this country.

FADING

That fading is caused by the "sky" and "ground" wave signals, radiated from a single location, arriving at the point of reception over paths of different distance? This results in the signal being received at different intervals of time. Broadcast receivers that use automatic volume controls compensate to a great degree for "carrier" frequency fading but are not capable of eliminating "selective" fading, which is the result of the "carrier wave" and side band or audio frequencies fading at different time intervals. This phenomena identifies itself by "mushy, distorted" reproduction. Fading is a transmission evil which engineers are continually investigating in the hope of eventual reduction or pos-



SHEP FIELDS

AND HIS

RIPPLING RHYTHM

MANAGEMENT

MUSIC CORPORATION OF AMERICA

sible elimination. During the past few years the use at many stations of so-called "anti-fading" antennas has greatly improved this condition.

WIRE LINES

That more than 60,000 miles of wire lines are used, on a permanent basis, to distribute broadcast programs throughout the country? The Columbia Broadcasting System, the world's largest broadcasting network, is comprised of 111 stations located in the principal cities of the United States, Canada and Hawaii. The amount of electrical power consumed by these CBS stations in one year would operate the average receiving set three hours per day for 250,000 years.

PERFORMANCE STANDARD

That all broadcast stations must, according to regulations, operate with good engineering practice? A modern station should be capable of stable high-fidelity performance from microphone input to antenna output inclusive. Satisfactory performance standards, as present, are as follows:

(A) Studio acoustical properties should be properly related to equipment performance characteristics. The average reverberation period should be optimum for a given studio size and should be substantially the same at all frequencies from 50 to 8000 cycles per second.

(B) The audio response from microphone input to antenna output should be uniform from 50 to 8000 cycles per second.

(C) Overall audio distortion should not exceed 3% r-m-s from 50 to 8000 cycles per second at 95% modulation with full rated antenna input power.

(D) Extraneous noise and hum modulation should be 60 decibels, unweighted, below 100% modulation.

(E) Radio frequency harmonic signal intensity at one mile should be 70 db or more below fundamental signal intensity.

(F) The carrier frequency should be maintained within ±10 cycles per second of the assigned frequency.

(G) Antennas should produce an effective field intensity at one mile, with one kilowatt antenna input power, corrected for attenuation of at least 160 mv/m for low-powered stations and 230 mv/m for high-powered stations.

INTERNATIONAL BROADCASTS

That international broadcast station activities in this country reached a new high this year? More than 200 international program relays, originating at many worldwide points, were sent to CBS audiences in the United States. CBS international station W2XE, operating on its five assigned frequencies, was on the air more than 5,000 hours during the past year and transmitted 12,000 programs, many of which were arranged for W2XE's international audience only. Thousands of letters addressed to station W2XE were received from 38 foreign countries and from nearly every state in the Union. The operating schedule, as related to frequencies used by this station, is changed several times annually in order to render maximum service at distant points. The best frequency for optimum results is, in general, dependent upon time of day and season of the year. This station uses high-gain directional antennas which radiate a maximum amount of energy either in the direction of Europe or toward Central and South America.

EQUIPMENT DEVELOPMENTS

That although the improvement in the fidelity of transmission and reception is a gradual transition process, there were many recent outstanding circuit and equipment developments resulting in more efficient technical operation? These developments include the Doherty circuit used in high powered broadcast transmitters; stabilized or negative feedback used in both audio amplifiers and in broadcast transmitters; the uni-directional microphone; the automatic peak volume limiter; the shunt-fed antenna; high, uniform cross-section, anti-fading vertical radiators; new and greatly simplified measuring equipment used for routine checking of station equipment performance; greatly improved receiving sets; all-wave antenna kits; automatic tuning.

RADIO SPECTRUM

That less than one-half of the broadcast stations in the country are affiliated with national networks? Of the total usable radio wave spectrum, the broadcast band 550 to 1600 kilocycles inclusive occupies only three-tenths of one per cent (0.3%) of the radio spectrum, which includes radio frequencies from 10 to 300,000 kilocycles per second. A broadcast channel is 10 kilocycles wide. Contrast this with the present-day television channel which is 6,000 kilocycles in width. A single television channel would, on the present basis used in allocating broadcast stations, accommodate 4000 broadcast stations.

PROFESSOR
QUIZ



Nash-Kelvinator Corp.

CBS

Columbia Artists, Inc.

•

Management

WILLIAM GERNANNT

551 Fifth Avenue

New York

BACKSTAGE

RADIO PRODUCTION DURING 1937

By

NORMAN S. WEISER
RADIO DAILY

Production in the broadcasting industry reached its highest peak in the past year. Financially, technically and generally, 1937 was the most successful year enjoyed by the industry in its brief history. The three major networks, National Broadcasting Company, Columbia Broadcasting System and Mutual Broadcasting System, showed a total gross billing for the year of $69,200,000, an approximate increase of 16 per cent over 1936. Technical advancement brought renewed efforts in the television field, and 30 new broadcasting stations.

Program production was brought closer to Hollywood when both Warner Brothers and Metro-Goldwyn-Mayer entered the broadcasting field by producing radio shows for commercial interests. NBC, because of the added importance given to Hollywood by radio, shifted its west coast headquarters to that city from San Francisco. Many large shows were removed from New York to Hollywood either to draw upon the vast talent resources of that city, or because their stars had film commitments. Columbia Broadcasting System launching a new expansion project to facilitate the handling of programs from the west coast.

The networks, in addition to financial gains, continued to build station affiliations in a fight for supremacy. NBC, with its two webs, added 41 stations, bringing its total number of affiliates to 143; CBS, with 21 additions, brought its total to 115, while Mutual can now boast of a coast-to-coast network of 76 stations.

Union activities during the past year entered the production phase of broadcasting with a splurge. American Federation of Musicians battled with the entire industry in an attempt to put more musicians on the payrolls of the radio stations. AFRA came into being, and embraced all radio talent exclusive of musicians. American Communications Association, formerly known as ARTA, organized the technical staffs of radio stations with resultant 40-hour week, wage boosts and other concessions from employers. Towards the close of the year, ACA widened its scope to embrace all station personnel. AGRAP was organized and made rapid strides in its efforts to organize in a well knit organization all announcers and production men.

Dramatic programs came into their own, with both NBC and CBS offering Shakespearean cycles as sustaining features. MBS joined the parade with Orson Welles and his troupe presenting a radio adaptation of Les Miserables. Script shows showed remarkable increases, while an effort was made to divest juvenile programs of all blood and thunder. International broadcasts were frequent, and a close commercial alliance with Canadian broadcasting stations was made when numerous sponsors added the Canadian network to their American chains. Program producers became aware of the growing trend towards quality music, and advocated same to the industry.

The broadcasting year 1937 left a high mark for the industry to shoot at during 1938. Production has reached a high state of perfection in so far as broadcasting is concerned, and is now concentrating on its next problem of major importance, Television. The advancement of 1938 will largely depend upon the advances made in that field.

(200 *pages of complete production data—see page* 465)

GEORGIE STOLL



JACK OAKIE'S COLLEGE

FOR CAMEL CIGARETTES

CBS COAST-TO-COAST



"EVERYBODY SING"

"BROADWAY MELODY OF 1938"

"ROSALIE" for MGM

RADIO ABROAD

U. S. Radio Industry's Progress Abroad Is Paced by Efficient Service of U. S. Dept. of Commerce.

The American radio industry's progress during the last 12 months in the foreign market has been paced by the splendid and comprehensive service rendered by the Radio Section of the Electrical Division of the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce.

It is the Radio Section, one of the major trunk lines leading to the Federal central switchboard of American business, which keeps the industry abreast of the changes abroad and which correlates the unending flow of statistics upon which the successful pursuit of foreign markets is predicated.

The scope of the Section is comprehensive, embracing as it does the manufacture of all receiving and transmitting equipment as well as the operations of the industry, the exchange of foreign and domestic short-wave programs included. Obviously, much of the data thus placed at the disposal of the American industry cannot otherwise be obtained.

To a marked degree, radio entails peculiar demands. It is essential that the Federal government, through its accredited agents abroad, note the widely varying conditions and interpret them in terms of world changes, prospective markets and required adaptations. Differing characteristics, tastes and customs are vital factors in the correct marketing approach.

The changing political complexion of Europe, and the altering complexion elsewhere, serve to further emphasize the value of other Bureau divisions to the radio industry. Important among them the Economic and Technical Divisions. The sphere of the Commercial Intelligence Division is indicated by its appropriate title. The Commercial Laws Division, among other valuable services, provides assistance in foreign industrial property problems — trade marks, copyrights, patents, unfair competition, etc. It also assists in adjusting difficulties and disagreements arising out of foreign commercial transactions.

From the Bureau's Tariff Division, the American radio industry receives speedy reports of all changes in customs tariffs, trade regulations and commercial policy. Available as well are latest information on preparing export shipments, new trade agreements and foreign customs decrees.

Probably one of the most valuable contributions of the Bureau is the statistical service which shows the amount of a given commodity — sets, tubes, parts, etc.—imported from all leading countries into a particular foreign market. This service, coupled with basic data on population, resources and production, permits the exporter in the radio field to accurately gauge his trade possibilities.

Reference already has been made to the part played by national and provincial tastes and customs in the successful exploration of the foreign radio market. The Bureau's Radio Section as the result of its studies has valuable suggestions to make for the exporter's guidance. Not infrequently, appearance, color and design, including those of labels, may prove a factor.

The Bureau's Specialties Division is now engaged in preparing a series of non-technical publications for the exporter covering advertising methods. Meanwhile it provides lists of foreign advertising media and lists of foreign advertising agencies.

(For complete foreign information please turn to page 925)

A. L. ALEXANDER



Paramount Building—N. Y. C.

Telephone

WIsconsin 7-7601

PREPARING FOR TELEVISION BROADCASTING

By

DR. ALFRED N. GOLDSMITH

(Consulting Industrial Engineer)

Television will be the next important step in the progress of entertainment. It is rapidly gaining momentum and will soon be with us. The article that follows, by the recognized authority, Dr. Alfred N. Goldsmith, should be extremely helpful to broadcasters who now have the opportunity, at minimum trouble and expense to prepare for the advent of television so that this potent force, when it comes, may be skillfully and economically handled and met with wide public response.—Jack Alicoate.

TELEVISION RESEARCH

Television broadcasting has attracted considerable attention in the press during the past several years. Elaborate researches in the leading radio laboratories have been carried out aimed at the improvement of television methods; and engineering development in that field has proceeded with considerable rapidity. As a result, new and promising methods of television transmission and reception have been worked out to some extent. Experimental television transmissions have been carried out in several cities but no regular or commercial television broadcasting service has been established nor is such a service an immediate prospect in the United States. A television broadcasting service (with some interruptions) exists in London, but the public has not as yet responded on any considerable scale by purchasing receivers.

TELEVISION EXPENSE

The present American broadcasters are naturally interested in this field, which may present attractive prospects to them in due course. There is a question as to the best way for them to prepare for television broadcasting at minimum expense and inconvenience. There is naturally room for considerable difference of opinion as to the urgency of such preparation and the extent to which it is economically justifiable and feasible. For one thing, corporate and national economic judgments are involved. Yet certain general suggestions may be helpful in this connection.

If a television broadcasting system is studied, it is found to consist of a number of elements. These will be briefly described and their present importance considered, with some suggestions to the present broadcaster as to preparation for their use in television.

TELEVISION STATIONS

Every television station will utilize an ultra-high-frequency transmitter located on as high an elevation as practicable, and centrally placed within the area it is planned to serve. The reception range extends perhaps 20 to 40 miles from the transmitter depending on local conditions. While the immediate purchase or construction of a television transmitter might not be justified in some cases, the study of suitable locations for such a future transmitter is in order. Further, larger broadcasting stations might be justified in establishing in the reasonably near future an experimental low-power ultra-high-frequency *telephone* broadcasting transmitter for the experimental study of transmission and reception



LANNY ROSS

RADIO—

GENERAL FOODS 1932-37

PACKARD MOTOR CAR CO. 1937-38

UNDER CONTRACT TO
COLUMBIA PICTURES CORP.

at various points within their corresponding territory. Facsimile transmission from such a transmitter is not difficult and may add to the interest and ultimate commercial value of the experiment. In this way, the new audience available to ultra-high-frequency transmissions may be built up, and the advertising aspects of such transmissions can be explored.

TELEVISION STUDIOS

Studio equipment for television is both extensive and expensive. The establishment of studio facilities at this time may not be warranted in most cases, but the location of a suitable studio for future television purposes may merit study. Such a studio should preferably be placed close to the transmitter location to reduce interconnection costs. On the other hand, since television studios will be fairly large and since they do not fit readily or economically into office-building surroundings, it may be more practical to locate them in the suburbs. In that case, they may be connected to the transmitter either by a radio-relay link (for example, of the micro-wave type) or by means of a coaxial-cable connection. Adequate power supply for studio lighting, transportation facilities for actors, and the like must be provided when the time comes. Experimental work on a small scale on micro-wave telephone relaying may prove to be useful.

PERSONNEL

The personnel required for television will in considerable measure overlap with those now used for sound broadcasting (just as the present sound motion picture actors include many who were successful in the "silent movie" days). However, there are undoubtedly some who will fall by the wayside when television comes. It is desirable to study available radio talent so as to have a list of artists who, when television comes, may still be suitable for that field. It might also be worth while occasionally to rehearse such actors in costume on a simple conventional set, so as to accustom them to television conditions (using a few spot lights and swinging microphones for that purpose). This will also accustom the actors to memorize their lines and "business."

TELEVISION PROGRAMS

Program production for television requires a different technique from that for present sound programs. Accordingly script writers, directors, and announcers should be carefully scrutinized as to their future suitability in that field. New contacts with persons who may be useful in the television field along such lines should be established by the prospective television broadcaster.

SPONSORS

It would also be well for the television broadcaster to study the availability and needs of advertising clients for television programs. It may be found that clients not now available would be particularly attracted by the television type of program as showing their product in a particularly favorable and attractive light. Wherever appearance and motion add to the appeal of a product, this may particularly be the case.

PRODUCTION

The economics of television program production require careful consideration. It appears certain that television programs will be more costly to produce and to transmit than present sound programs. Accordingly the entire rate structure will require revision. Thought must be devoted to such questions as the most desirable program duration. A one-hour television program may prove far too long as a general rule, and even 5-minute or 10-minute programs may become more common than is now the case. Program construction will take careful planning on the part of the prospective television broadcasters.

The present broadcasters should be able to place themselves in readiness for television, without excessive confusion during the transition stage, by devoting some thought at this time to the suggested subjects and by carrying out modest experimentation along allied lines as presented in the preceding. In this way the broadcasting industry can prepare for an expanded (and presumably useful and profitable) career when television broadcasting becomes feasible as a service to the general public and for commercial use.

(*For complete television information please turn to page* 443)

WILLIAM MORRIS AGENCY
INC.

"THE AGENCY OF SHOW BUSINESS"

1898-1938

FORTY YEARS OF CONTINUOUS SERVICE TO THE ENTERTAINMENT WORLD

More talent from novice to established star has been developed by this organization than any other agency in show business . . . nurturing their talents, solving their problems, managing their affairs, and presenting their potentialities in every direction . . . an unparalleled service to the entertainment world.



ESTABLISHED 1898

WILLIAM MORRIS AGENCY
INC.

NEW YORK CITY

LONDON PARIS CHICAGO HOLLYWOOD

THE EDUCATIONAL SIDE —OF BROADCASTING—

By LYMAN BRYSON

Professor of Education, Teachers College, Columbia University; Chairman of Columbia Broadcasting System Adult Educational Board

The radio is like the newspaper, the magazine, the book, and the theatre in being educational in spite of itself. Whatever is broadcast will have some effect on the thinking of whoever listens and will direct his emotions in good ways or bad.

Professional education has long ago adjusted itself to most of these forms of mass communication. The radio is more dangerous and can possibly be more beneficial than most of the other general educational influences. We are having a hard time trying to decide what to do with it.

EDUCATION BY LOCAL STATIONS

There are three obvious ways in which we can make educational use of broadcasting. One is to take broadcasting d i r e c t l y into the schools. This is probably best done by local stations under local direction except for some programs such as those of Walter Damrosch and the American School of the Air. Systematic classroom instruction cannot be put on a national network. The reasons against it are partly educational, partly technical. A large city, however, can carry on part of its classroom work by using master teachers for supplementary instruction.

SUSTAINING PROGRAMS

A second phase is the use of music, drama, editorial discussion of current events, open forums such as the Town Meeting of the Air, and all other "serious" programs for the general enlightenment and cultural enrichment of the listeners' lives. I believe that the broadcasting companies have achieved much more in this field than they have been generally given credit for. Doubtless too

much of sustaining time is wasted on indifferent music, but the general character of sustaining programs is constantly improving when judged by educational standards.

COMMERCIAL ENTERTAINMENT

The third obvious educational aspect of the radio is the effect on the public mind of commercial entertainment. Responsibility here lies chiefly with the sponsors. No one has authority to demand that they make greater use of their tremendous educational opportunity. There is some hope, however, that competition for favorable attention and a realization that stupid repetitious plugging, bad taste, and dreary inartistic fooling disgust people, will lead the advertisers themselves to offer better entertainment. Education itself can have entertainment value. In this field we are still lost in speculations and the way out is not yet clear.

EDUCATIONAL CONSULTANTS

Since the larger networks are now seeking advice from professional educators and even some of the program-making advertising agencies are putting educational consultants on the staff, it is evident that the broadcasters want help. In the meantime, the relations between education and entertainment are being carefully worked out in the various college workshops and by some of the stations that are controlled by the colleges. Important contributions are being made by the United States Office of Education and by national committees and conferences. Gradually the educators, with their highly developed sense of responsibility for cultural and intellectual values, are being brought closer to the broadcasters who have their own professional skills and their intimate knowledge of devices and effects.

RADIO AND THE FUTURE

In this country we appear to be committed to a radio system largely supported by commerce. This has both handicaps and advantages. But our newspapers and magazines are also supported by commerce and that has not prevented them from being a major element in our cultural life. The radio will partly reflect and partly control the development of American life for the next few generations. If we do not realize its full possibilities, it will be because the general public is not fully aroused to all that it might do. The broadcasting industry, all educational institutions, and all public spirited citizens share responsibility for the future.

PRESTIGE . . .

FOOD

Maxwell House Coffee, Kellogg Products, Kraft Cheese, Nestle's Condensed Milk, Lea & Perrins, Borden Ice Cream, Coca-Cola, Lima Beans Ass'n., Oregon Pears, Gottfried Baking, Libby Products, and others.

DRUGS

Barbasol, Vitalis, Dr. Lyon's Tooth Powder, Hinds Honey & Almond Cream, Lydia Pinkham Vegetable Compound, Musterole, Zemo, Kruschen Salts, Pinex, Italian Balm, Dreskin, Tums, Rem and Rel, 4-Way Cold Tablets, Camay, Pinoleum, B.C. Headache Remedy, Danya, and others.

MOTOR CARS

Chevrolet, Packard, Ford, Nash, Dodge.

MISCELLANEOUS

Adam Hats, Oxydol, Edgeworth Tobacco, Domino Cigarettes, Remington Rand, Postal Telegrams, Railway Express Service, Drums, Eaton Stationery, Twenty Grand Cigarettes, and others

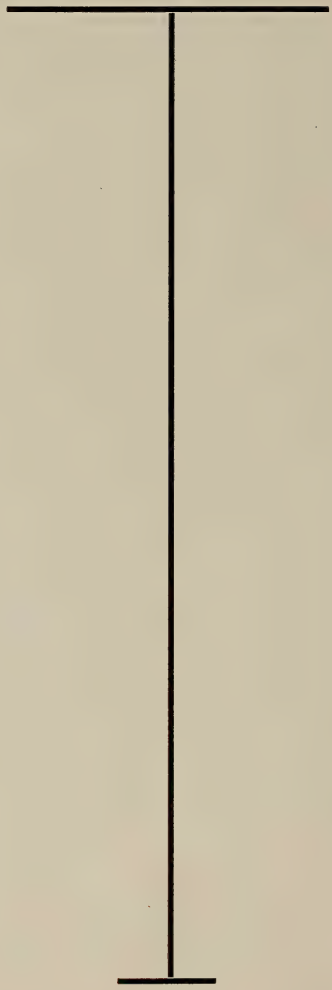
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WHN

DIAL 1010 · New York City

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MUSICAL DIRECTOR

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AND HIS

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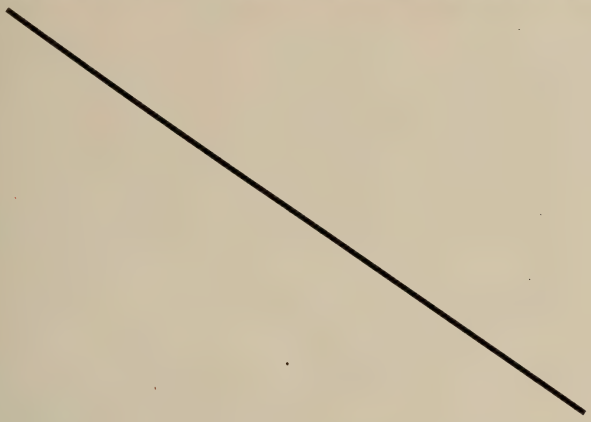
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"Original Amateur Hour"—WHN

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MANY THANKS!

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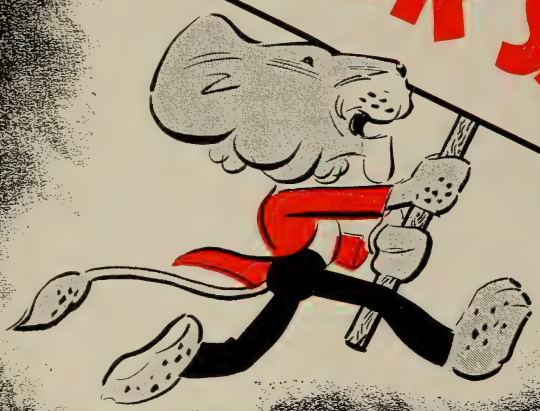
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Voice of the City	(SOLD)
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Ida Bailey Allen	(AVAILABLE)
Jimmy Jemail, Inquiring Reporter	(AVAILABLE)
George H. Combs, Jr.	(AVAILABLE)
Now You Decide	(AVAILABLE)
Boxing Bouts	(SOLD)
Music to Read By	(AVAILABLE)
How About It?	(AVAILABLE)
Broadway Melody Hour	(SOLD)
WHN Original Amateur Hour	(SOLD)
Your Invention	(AVAILABLE)
New York Town	(AVAILABLE)
Hour of Champions	(SOLD)
Bowery Mission	(SOLD)
Busy Line Dramas	(AVAILABLE)
United Press News	(SOME AVAILABLE)
Air-finds	(AVAILABLE)

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DIAL 1010 · New York City

FINANCIAL

INVESTMENT in the radio industry, in terms of actual cash, is comparatively small. This is because one of the most important elements in the physical machinery of transmitting programs—the ether—is obtained by license from the government without cost.

Station and network property and facilities represent an investment of less than $75,000,000. On basis of business turnover, however, amounting to about $130,000,000 in time sales last year, broadcasters as a rule place a high "good-will" value on their enterprises. But FCC spokesmen have pointed out that broadcasters are not rightfully entitled to claim value for anything except their tangible equipment.

The manufacturing end of the business has entailed a more sizeable outlay. Leading unit here, RCA, is a hundred-million-dollar corporation, but its activities extend beyond broadcasting into the movie, phonograph and communications fields. Westinghouse, General Motors, General Electric and various other companies also turn out radio sets and accessories as part of their activities, but because of mixed operations of these concerns it is difficult to segregate the radio portion so as to arrive at an approximate investment in this field.

Radio receiving sets in American homes represent a current investment of about $1,000,000,000. This is based on 25,000,000 sets at an average cost of $40, a conservative calculation.

A complete section giving financial summaries and other data on radio companies whose securities are listed will be found starting on page 769.

No Radio Executive complete without one!

● **Dictograph Telephone Systems are closely interwoven with the business life of the nation. For these reasons:**

● **Flip-Finger Action:** No fiddling with dials—a flip of the finger and your connection is completed.

● **Split-Second Contact:** Heavy traffic at the switch-board can't slow you up—you contact the voice you want when you want it.

● **Complete Privacy:** Speaking of switch-boards, a Dictograph Telephone System "short-circuits" your chair-man of the board, the operator. It's a completely effective cure for Office-Rumoritis.

● **If Your Staff is More than You:** A Dictograph Telephone System is just as necessary, just as practical in a two-room office as a honeycombed corporation. You'll realize the truth of this when you—

● **Get the Facts!** They're contained in Booklet 22 which bristles with practical reasons-why. Write for it *today!*

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National Association of Broadcasters

—Its Reorganization Program

Washington, D. C., 1938

At the sixteenth annual meeting held in Washington on February 14th, 15th and 16th, the NAB Reorganization Plan was adopted without a dissenting vote. In accordance with the plan, seventeen geographical groups, comprising the Active Membership, each elected its member to the new NAB board. The seventeen directors then chose six directors at large, making twenty-three members of the new NAB board. This board, along with the newly appointed president, is to rule the NAB. An executive committee of six was selected by the board as its next step under the new NAB regime.

As this edition of RADIO ANNUAL goes to press, it remains for the executive committee to choose the NAB chief executive, at a salary ranging from $20,000 to $40,000 annually. Temporary officials were chosen until late in March when the next meeting of the committee is to take place. Destiny of the NAB is now in the hands of the following, pending the presidential appointment:

Phillip G. Loucks (continues as Special Counsel until March 21).

Temporary Chairman of the Board: Mark Ethridge.

Executive Committee: Mark Ethridge and Edwin W. Craig representing the clear channel members, Walter J. Damm and Frank Russell the regional or medium outlets and Herbert Hollister and John Elmer the smaller stations.

The seventeen district directors are (1) John Shepard III, Yankee-Colonial networks; (2) Harry C. Wilder, WSYR, Syracuse; (3) Clair McCullough, WGAL, Lancaster, Pa.; (4) John Kennedy, WPAR, Parkersburg, W. Va.; (5) W. Walter Tison, WFLA, Tampa; (6) Edward W. Craig, WSM, Nashville; (7) Mark Ethridge, WHAS, Louisville; (8) John Fetzer, WKZO, Kalamazoo; (9) Walter J. Damm, WTMJ, Milwaukee; (10) John J. Gillin, WOW, Omaha; (11) Earl H. Gammons, WCCO, Minneapolis; (12) Herb Hollister, KANS, Wichita, Kans.; (13) O. L. Taylor, KGNC, Amarillo, Texas; (14) Gene O'Fallon, KFEL, Denver; (15) Ralph R. Brunton, KJBS, San



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THE RADIO DAILY

◆

THE RADIO ANNUAL

Francisco; (16) Donald W. Thornburgh, KNX, Los Angeles; (17) C. W. Myers, KGW, Portland, Ore.

Directors at Large: Harold V. Hough (WBAP) and Lambdin Kay (WSB), clear channel members; Frank M. Russell (WRC) and Elliott Roosevelt of Hearst Radio, the medium stations; John Elmer and Edward A. Allen, small stations.

The NAB as a trade association for the broadcasting industry was organized in 1923.

On October 31, 1927, a year after the birth of the first major network, certificate of incorporation was filed in the state of Delaware, the original incorporators being M. K. Gilliam, M. J. Woods and Paul W. Morency. Objects, as then stated under Article 2 and still holding good, read as follows:

"The object of this Association shall be to foster and promote the development of the art of radio broadcasting; to protect its members in every lawful and proper manner from injustices and unjust exactions; to foster, encourage and promote laws, rules, regulations, customs and practices which will be for the best interest of the public and broadcasting industry."

At both the fourteenth and fifteenth annual conventions, held in Chicago in 1936 and 1937 respectively, proposals were considered for the reorganization of the NAB, and these indicated a growing dissatisfaction with the form of organization which had existed with but few changes since its inception in 1923.

During the summer and fall of 1937 it became apparent that radical changes and adjustments would have to be made if the organization was to fulfill the objective for which it was created. Upon request of a representative group of the membership, the Board of Directors called a special meeting, which was held in New York on October 12th and 13th. Action was taken which made it mandatory for the NAB to be reorganized. For this purpose a committee was created by unanimous vote upon a resolution. Committee on Reorganization consisted of E. A. Allen, Edwin W. Craig, E. B. Craney, Walter J. Damm and John Shepard III, with Mark Ethridge as Advisory Member. Subsequently, Phillip G. Loucks was chosen as counsel to the committee and is still serving in this capacity.

Committee went into action and outlined its plan. More than 100 trade associations were contacted for information on their setups, and ideas were invited from the NAB membership. Result, after taking into consideration the criticisms and earlier proposals, was a departmentalization plan, with the office of Managing Director being abolished. This was the only large salaried job in the NAB. In the vacated position was proposed a paid president who was to devote full time and be actual chief executive, not necessarily to be chosen from the ranks of the NAB members. Salaried secretary-treasurer, other newly created departments and provisions for salaried heads was also part of the new plan. Provisions were made for increases in dues to care for the additional overhead.

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Yacht Club Boys

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Wendy Barrie
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"HOME OF THE STARS"
SETTING A NEW STANDARD FOR QUALITY & SERVICE

CRITICS' FORUM

A SUMMATION OF THE VIEWS OF CRITICAL AMERICA, FROM THE FIRST ANNUAL RADIO DAILY FORUM

AN analytical and statistical digest of the first annual Critics' Forum, conducted by THE RADIO DAILY.

The consensus of critical opinion reflects the varied viewpoints of the reviewers, editors and columnists on representative American newspapers, both large and small, who were invited to participate.

QUESTION No. 1

Is radio entertainment progressing, going backward or standing still?

FIFTY-FIVE per cent of the critics believed that radio entertainment was progressing, 5 per cent were of the opinion that it was moving backward and 40 per cent believed that it was standing still. Dominant thought among those that agreed that radio was moving forward was the expression that programs were improving and the radio audiences becoming more critical.

QUESTION No. 2

How can news periods be improved?

THE majority of the critics agreed that in order to improve the news periods there must be less editorializing and more straight news; assign news programs to experienced newspapermen; better delivery—slower tempo and less shouting; better editing; fewer periods and less repetition.

QUESTION No. 3

Are the number of educational and cultural programs sufficient?

BY a percentage vote of 71 to 29, the radio editors and critics of the country declare that there is a plentitude of educational and cultural programs on the air at the present time. Chief comment from many was that educational matter on the air lacked showmanship due to poor presentation.

QUESTION No. 4

Are you prejudiced against a program because it is transcribed, regardless of entertainment value?

THE prejudice against transcribed programs is gradually disappearing, due chiefly to better quality transcriptions, especially those of a musical nature. Voting in RADIO DAILY'S first annual Forum showed 58 per cent prejudiced and 42 per cent on the negative side.

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THE ITALIAN MARKET concentrated one hundred miles around the city of New York is a billion dollar market, with its own buying habits, its own wholesale and retail outlets and its own advertising mediums. There are 2,300,000 Italo-Americans living and prospering in New York, New Jersey, Connecticut, Pennsylvania and Delaware. We reach this market every hour of the day and every day of the year through WOV, WBIL, and WPEN, broadcasting programs especially designed and produced to entertain and sell the Italo-American listeners. We have done so for the past five years coming to the conclusion that the only way to sell the Italian Market is the Italian way. We will be glad to place at your disposal, with no obligation on your part, whatever knowledge we possess of the Italian Market of America.

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WPEN ★ WOV ★ WBIL

PHILADELPHIA, 1000 Watts NEW YORK, 1000 Watts NEW YORK, 5000 Watts

QUESTION No. 5

Can small unaffiliated local stations successfully buck network shows, and how?

CRITICS agreed that small independent stations have little chance of bucking networks which have greater resources in both facilities and talent. Principal suggestions advanced included: Localizing scheduled like local newspapers instead of aping networks; play up events, speakers, news and talent of local interest; use less recorded material.

QUESTION No. 6

Should radio be (1) government controlled, (2) government regulated, (3) government censored?

WITH very little qualifying comment, radio critics expressed themselves overwhelmingly opposed to either control or censorship of radio by the government. The FCC was approved by a good majority. Results showed 91 per cent opposed to government control and 9 per cent in favor; 70 per cent in favor of government regulation and 30 per cent opposed; 92 per cent opposed to government censorship and 8 per cent favoring censorship.

QUESTION No. 7

What types of programs do you like best?

Program	Points
1. Variety	786
2. Drama	514
3. Symphony	494
4. Dance Bands	310
5. Commentators	294
6. Sportscasts	274
7. Novelty	198
8. Forums	153
9. Comedy	130
10 Familiar Music (Popular and Classical)	90

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The 3rd Year Writing

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SQUAWK DEPARTMENT

(Principal Complaints Against Radio)
From Critics' Forum

Too much Hollywood.

Studio audiences and their applause.

Commercials that are either too long, repetitious or make extravagant claims.

Not enough daytime music.

Too many serials.

Backslapping among actors and announcers.

Stentorian announcers and those with rasping voices.

Comedians who don't register with listeners despite studio reactions.

Conflicting programs such as Kate Smith and Rudy Vallee at same hour.

Lack of new ideas and new talent.

Unqualified commentators.

Not enough good drama.

Accuracy-Knowledge and 39 Years Experience

IS THE FIRM FOUNDATION UPON WHICH OUR BUSINESS IS BUILDED

☆

Field Intensity and Station Location Surveys.

☆

Directional Antenna Systems.

☆

Allocation Problems.

☆

Television Specialists.

☆

Broadcast, High Frequency and Ultra High

☆

Frequency Bands.

☆

Management and Sales Analyses.

☆

Coverage Presentations for Sales Purposes.

☆

Market Data.

A COMPLETE SERVICE FOR THE BROADCASTING STATION

Lieut. Comdr. Thomas Appleby, U. S. N. R.,
Pres. and Chief Engineer
—Special Appointment—
Civilian Radio Engineer U. S. Navy Dept. in 1919

APPLEBY & APPLEBY

Consulting Radio Engineers
Jasper & Winchester Aves.
ATLANTIC CITY, N. J.
Telephone 2-2535

NEW YORK OFFICE: 350 MADISON AVENUE PHONE—MURRAY HILL 2-2046

RADIO DAILY

Conducts its first annual poll of the Radio Editors and Critics for the year 1937. (Released January 14, 1938)



Programs

Title	Points
Chase and Sanborn	**482**
Jell-O	440
Royal Gelatin	296
Kraft Music Hall	287
Town Hall Tonight	260
Lux Radio Theater	188
N. Y. Philharmonic	185
Chesterfield	136
Ford Sunday Evening Hour	124
Magic Key of RCA	103

Personalities

Jack Benny	**508**
Edgar Bergen-Charlie McCarthy	491
Fred Allen	361
Bing Crosby	355
George Burns-Gracie Allen	144
Nelson Eddy	138
Rudy Vallee	126
Kate Smith	111
Bob Burns	111
Jeanette MacDonald	108

Orchestras

Guy Lombardo	**387**
Wayne King	292
Benny Goodman	285
Andre Kostelanetz	242
Hal Kemp	187
Tommy Dorsey	160
Horace Heidt	143
Paul Whiteman	127
Shep Fields	105
Raymond Paige	94

News Commentators

Edwin C. Hill	**432**
Boake Carter	412
Lowell Thomas	326
H. V. Kaltenborn	226
Paul Sullivan	148

Sports Commentators

Ted Husing	**670**
Clem McCarthy	259
Bill Stern	156
Bill Slater	108
Red Barber	61
Graham McNamee	61

WORLD-TELEGRAM ANNUAL RADIO EDITORS' POLL

Conducted by Alton Cook, Radio Editor, World-Telegram, New York, with participation of radio editors in United States and Canada.

Favorite Programs

	Points
Charlie McCarthy and Co.	277
Jack Benny	245
Bing Crosby Hour	146
Fred Allen	127
Rudy Vallee Hour	104
Radio Theater	70
Toscanini Concerts	56
Philharmonic Symphony	45
Detroit Symphony	33
March of Time	32
Fibber McGee and Molly	27
Kostelanetz Program and One Man's Family	24
Burns and Allen	23
Lanny Ross Hour	23

Comedians and Comedy Acts

	Points
Jack Benny	392
Charlie McCarthy	329
Fred Allen	220
Fibber McGee and Molly	59
Burns and Allen	53
Eddie Cantor	22
Walter O'Keefe and Amos n' Andy	20
Charles Butterworth	18
Phil Baker	17
Stoopnagle and Budd	15

Light Orchestras

	Points
Guy Lombardo	235
Benny Goodman	154
Andre Kostelanetz	133
Wayne King	116
Horace Heidt	96
Hal Kemp	61
Tommy Dorsey	58
Paul Whiteman	40
Richard Himber	39
Eddy Duchin	32
Rudy Vallee	27
Shep Fields	26
Casa Loma	23

Popular Singers (Male)

	Points
Bing Crosby	441
Kenny Baker	231
Lanny Ross	115
Nelson Eddy	75
Dick Powell	51
Frank Parker and Buddy Clark	42
Rudy Vallee	41
Tony Martin	26
Jerry Cooper	22
Frank Munn	18
Jack Fulton	17

Popular Singers (Female)

	Points
Kate Smith	242
Frances Langford	224
Connie Boswell	97
Dorothy Lamour	81
Alice Faye	71
Harriet Hilliard and Jane Froman	43
Gertrude Niesen	37
Jeanette MacDonald	35
Deanna Durbin	25

Popular Vocal Groups

	Points
The Revelers	138
Paul Taylor Chorus	135
Spitalny Girl Chorus	58
Town Hall Quartet	51
Kay Thompson Singers, Lyn Murray Choir, Eton Boys	25

Dramatic Programs

	Points
Lux Radio Theater	361
One Man's Family	164
First Nighter	117
March of Time	99
Gang Busters	68
Big Town	62
Columbia Workshop	57
Cavalcade of America	29
Tyrone Power	27

Classical Singers

	Points
Lawrence Tibbett	199
Nelson Eddy	194
Lily Pons	167
Kirsten Flagstad	166
Richard Crooks	104
Grace Moore	96
Jeanette MacDonald	72
Gladys Swarthout	34
Lauritz Melchior	31
Jessica Dragonette	28
Lucille Manners	26

Symphonic Conductors

	Points
Arturo Toscanini	398
Leopold Stokowski	230
Frank Black	81

	Points
John Barbirolli	73
Erno Rapee	68
Eugene Ormandy	60
Andre Kostelanetz	56
Artur Rodzinski	56
Jose Iturbi	36
Fritz Reiner	27

Instrumental Soloists

	Points
Jose Iturbi	194
Jascha Heifetz	173
Yehudi Menuhin	109
Albert Spalding	106
Rubinoff	67
Mischa Elman	52
Joseph Hofmann	22
Fritz Kreisler	20
George Enesco	15

Children's Programs

	Points
Singing Lady	245
Little Orphan Annie	62
Mickey Mouse	57
Let's Pretend	49
Dear Teacher	42
American School of the Air	36
Jack Armstrong	35
Dick Tracy	34
White Rabbitt Line (Milton Cross) and Kaltenmeyer's Kindergarten	30

News Commentators

	Points
Boake Carter	177
Lowell Thomas	111
Edwin C. Hill	93
General Hugh S. Johnson	32
Dorothy Thompson and Gabriel Heatter	27
H. V. Kaltenborn	26
Alexander Woollcott	24
Walter Winchell	20
Paul Sullivan	18

Announcers

	Points
Don Wilson	150
Harry von Zell	69
Milton Cross	57
Ken Carpenter	45
David Ross and Paul Douglas	30
Jimmy Wallington	27
Graham McNamee and Truman Bradley	15
Ben Grauer	12

Sports Commentators

	Points
Ted Husing	489
Clem McCarthy	158
Bill Stern	85
Don Wilson	84
Graham McNamee	53
Bill Slater	40
Red Barber	30
Tom Manning	26
Bob Elson and Paul Douglas	23

STAGE MAGAZINE AWARDS

Stage Announced Awards in Radio for the First Time in July, 1937. Magazine Annually Awards Palm to Outstanding Member of Every Phase of Entertainment Field.

BING CROSBY
JACK BENNY
FRED ALLEN
FRANK BLACK
BENNY GOODMAN
MARCH OF TIME
ANDRE KOSTELANETZ
ALFRED WALLENSTEIN

FORTUNE MAGAZINE SURVEY

Eleventh quarterly survey conducted by Fortune, embracing a representative cross-section of public opinion; results announced Dec. 24, 1937.

Favorite Recreation

	Total	Men	Women
Listening to the radio	18.8%	15.3%	22.4%
Going to the movies	17.3	11.3	23.5
Reading magazines and books	13.8	8.6	19.2
Hunting or fishing	11.0	18.1	3.7
Watching sporting events	10.4	16.2	4.4
Reading newspapers	7.1	8.6	5.5
Playing outdoor games	6.6	9.3	3.8
Playing cards and indoor games	5.3	4.6	6.1
Legitimate theater	3.7	2.4	5.0
All others	3.5	3.2	3.8
Don't know	2.5	2.4	2.6

Favorite Program

Jell-O (Jack Benny)	8.7%
Major Bowes	6.9
News broadcasts	6.6
Chase & Sanborn (Charlie McCarthy)	5.8
Ford Sunday Evening Hour	4.3
One Man's Family	4.2
Lux Theater	3.5
Kraft Music Hall	3.3
Amos 'n' Andy	3.0
Gang Busters	2.5
Fibber McGee and Molly	2.4
Lum and Abner	2.3
Texaco (Eddie Cantor)	1.9
Lucky Strike Hit Parade	1.8
All others	42.8

Favorite Personality

Jack Benny	10.7%
Boake Carter	7.1
Lowell Thomas	5.9
Eddie Cantor	5.5
Bing Crosby	5.4
Major Bowes	4.6
Bob Burns	4.3
Nelson Eddy	4.0
Edwin C. Hill	3.5
Charlie McCarthy	3.0
President Roosevelt	2.7
Gracie Allen	1.9
Fred Allen	1.4
Edgar Bergen	1.3
Lum and Abner	1.0
Rudy Vallee	.9
All others	36.8

DAILY NEWS RADIO POLL

Conducted by The Daily News, New York, with participation of 39 newspapers throughout the country; results announced Jan. 9, 1938.

	Points
1st—Charlie McCarthy and Edgar Bergen	36,696
2nd—Jack Benny and Mary Livingstone	29,669
3rd—Bing Crosby	22,034
4th—Don Ameche	19,534
5th—Eddie Cantor	17,258
6th—Jeanette MacDonald	9,705
7th—Burns and Allen	9,199
8th—Fred Allen	6,810
9th—Kate Smith	6,334
10th—Nelson Eddy	5,708

HEARST RADIO EDITORS' —ANNUAL POLL—

Popularity leaders in the Nationwide Survey Conducted by J. E. (Dinty) Doyle, Radio Editor, New York Journal-American; results announced January 30, 1938.

Award to "Forgotten Man"
Edgar Bergen

Best Variety Program
Bing Crosby Hour
Charlie McCarthy Hour
Hollywood Hotel

Best Drama Program
DeMille Radio Theater
Hollywood Hotel
Columbia Workshop

Best Classical Music
Sunday Nights at Carnegie Hall
Sunday Evening Hour
N. Y. Philharmonic Hour

Best Swing Orchestra
Benny Goodman
Glen Gray
Tommy Dorsey

Best Sweet Orchestra
Guy Lombardo
Wayne King
Richard Himber

Master of Ceremonies
Major Edward Bowes
Bing Crosby
Don Ameche

Leading Comedian
Fred Allen
Jack Benny
Edgar Bergen

Leading Comedienne
Gracie Allen
Marion Jordan (Molly)
Fanny Brice

Female Vocalist (Popular)
Kate Smith
Frances Langford
Connie Boswell

Female Vocalist (Concert)
Grace Moore
Lily Pons
Jeanette MacDonald

Male Vocalist (Popular)
Bing Crosby
Tony Martin
Kenny Baker

Male Vocalist (Concert)
Lawrence Tibbett
Nelson Eddy
Richard Crooks

Best Comedy Team
Burns and Allen
Fibber McGee and Molly
Jack Benny and Mary Livingston

Best Children's Program
Ireene Wicker
The Lone Ranger
Dorothy Gordon

Best Night-Time Serial
One Man's Family
Amos and Andy
The Easy Aces

Best Day-Time Serial
Vic and Sade
The Goldbergs
Today's Children

Best Sports Announcer
Ted Husing
Clem McCarthy
Bill Stern

All-Around Announcer
Harry Von Zell
Don Wilson
Ken Carpenter

All-Around Musical Show
Andre Kostelanetz
Saturday Swing Club
American Album

Best Commentator
Edwin C. Hill
Lowell Thomas
Boake Carter

Best Commentator (Movies)
Walter Winchell
Jimmy Fidler
Elza Schallert

Outstanding Star of '37
Charlie McCarthy

Outstanding Program Idea
Hobby Lobby

Most Impressive Broadcast
Ohio Flood Relief

Best Educational Hour
Columbia School of the Air

Outstanding Non-Professional
Mrs. Eleanor Roosevelt

INTER-AMERICAN RADIO CONFERENCE

Havana—Nov. and Dec., 1937

The first Inter-American Radio Conference, which opened early in November and ran through the better part of December, 1937, was well attended by broadcasters from all parts of North, South and Central America.

Of primary interest were the agreements on broadcasting among the nations of the North American region, consisting of the United States, Canada, Mexico, Cuba, Haiti and Santo Domingo. Treaty becomes valid when all of these countries have signed. The present bands between 550 and 1,500 kcs. were increased by at least 10 channels, now extending from 550 to 1,600 kcs. and 34 new high-power stations were made possible.

List of recommendations, including the problems of voting, press transmission to multiple destinations, allocations of frequencies, tolerances and spurious transmissions, bands for amateurs, the designation of radio waves in kilocycles, frequencies for aviation in the bands from 6,000 to 30,000 kcs., and the suppression of interference caused by electrical apparatus, was approved by almost unanimous accord and approved in principle unanimously.

Net result in the U. S., when the agreements and allocations are ratified, will allow 63 stations of Class 1 (50 kw. or more) on clear channels; Mexico will have 15, Canada 14, Cuba 5, and Newfoundland, Santo Domingo and Haiti one each. Allocations for Class 1 and Class 2 stations were so arranged that with ratification and engineering adjustments, not one of the 700 stations in the U. S. will have to discontinue operation or be materially curtailed. The item of interference was expected to be virtually eliminated within the next two years. Mexico agreed to discontinue the troublesome border stations which have caused such serious interference. Also, elaborate provisions were made, setting up technical standards with which the countries will comply to insure good broadcasting service and avoid situations that cause interference. These standards were worked out by engineers of the Federal Communications Commission.

An international radio office for the exchange of technical information is to be established in Havana. At the conclusion of the conference, it was decided that the North and South American groups would present a united front at the Cairo conference held in February, 1938. One of the important recommendations for the Cairo meet was for greater facilities for news broadcasts.

The second Inter-American Radio Conference will be held in Santiago, Chile, in 1940.

LATEST RESOLUTION of 24th ANNUAL MEETING of CHAMBER of COMMERCE of the UNITED STATES

Regarding Radio Broadcasting

The rapid growth in the use of radio for entertainment and educational purposes, as well as communications purposes, has made necessary regulation to prevent disorder and interference in the use of the air. The characteristics of radio render this essentially a problem for federal rather than state control.

Regulation of radio communication should not invade private management. It should be based upon the principle that the interest of the listening public is the paramount consideration in radio broadcasting. Other forms of communication are primarily for the service of the sender, but broadcasting serves the listener. No regulation should attempt to force upon the public undesired program matter. Station owners, like newspapers and magazines, must be free to select and edit their program material.

• • •

The aforementioned resolution, the only reference ever made to radio broadcasting by the Chamber of Commerce of the United States, was passed at the 24th annual convention of that body in April, 1936. *To date, there has been no further reference made to broadcasting. However, plans now under consideration will allow the Chamber to study educational and political time allotments by broadcasters, with recommendations and policies expected to be released during the current year.*

"TOPS"

IN SOUTHERN CALIFORNIA

KMTR

THE TOP OF THE DIAL

HIGH-FIDELITY 570-KC 1000 WATTS

KMTR Radio Corp., 1000 Cahuenga Boulevard, Hollywood

THE ONLY RADIO STATION WITH TRANSMITTER LOCATED in HEART OF HOLLYWOOD

KMTR data figures – coverage maps – telephone surveys — don't "make" radio audiences! Programs + publicity + promotion + merchandising = success for advertisers on KMTR. New studios, latest equipment located in the heart of Hollywood – the greatest show place on earth — KMTR draws upon Hollywood's limitless talent to give the Southern California buying public the best in radio entertainmet. For results place your next radio commitments on KMTR – at the "top of the dial" – and "TOPS" in the rich Southern California area.

• FEATURES •

NEWS BROADCASTS
- Sports Parade
- Race Results
- Fishing Information

SPECIAL FEATURES
- Gary Dalton's "Hollywood Chatterbox"
- Prudence Penny
- Movie Celebrities, Premieres
- Hollywood Styles
- Famous Dance Bands
- Original Make Believe Ball Room
- Many Others

Foreign Language Programs — Catering to over 500,000 foreign language listeners in Spanish, Italian, Jewish.

KMTR's portable short wave transmitter K11Q available to cover unusual programs throughout state. Also portable recording equipment.

• ADVERTISERS •

PARTIAL LIST

Alka-Seltzer
Coleman Lamp & Stove Co.
General Paint Co.
Stewart-Warner
Coca Cola
Sears Roebuck & Co.

The May Co.
Bullock's
The Broadway, Hollywood
Southern Pacific Railway
Union Pacific Railroad
Western Air Express

Associated Oil Co.
7-Automobile Accounts
Others on Request
Best Local and National Advertising Agencies

Exclusive representatives for 20th Century International Radio Newsreel; 20th Century Productions.



Thru-out the Year . . . Remember

ASSOCIATED CINEMA STUDIOS

IDEAS . . . . . .
WRITERS . . . .
PRODUCERS . .
DIRECTORS . .
RECORDERS . .

A complete service for advertising agencies with or without a Hollywood production office. Your ideas or your present show, written, produced, either live or recorded, with Hollywood radio talent and picture personalities; or a show conceived, produced complete for your client.

• • •

"LADY OF MILLIONS" with
MAY ROBSON as
"Aunt May Webster"
conceived, produced and recorded for
BLACKETT-SAMPLE-HUMMERT, Inc.
Our appreciation to B-S-H for this distinctive privilege . . .

ASSOCIATED CINEMA STUDIOS
HOLLYWOOD

Frank W. Purkett
Vice President and General Manager

AMERICAN RECORD COMPANY OF CALIF.
processing and pressings exclusively . . .

RADIO IN EDUCATION

By

CLINE M. KOON

Senior Specialist in Radio Education

The tensions and torsions accompanying the present rapidly changing social order have greatly complicated the educational process and forced the learner to master and coordinate a bewildering number of facts if he is to lead a happy and socially useful life. The problem of the worthy use of increased leisure time has been of growing significance during the past 5 or 6 years. Radio occupies an important placed in the educational and recreational life of America, and consequently there has been a gradually growing interest in the influence which it is exerting upon the understandings, habits, and attitudes of the American people.

Radio is a new avenue for aiding classroom instruction and for acquainting the public with the work of the school in such a way as to develop an intelligent and abiding interest in the work being done. Within the past few years there has been a rapid growth in the number of school systems taking advantage of this new means of communication both as a teaching technique and as a means of accounting for the school's stewardship to the stockholders of this great corporation called the public-school system.

The activities of certain national voluntary associations and special committees have given important service in helping to crystallize thinking and diffuse information in regard to the educational potentialities of radio. Among the latter should be mentioned the Advisory Committee on Education by Radio, the National Committee on Education by Radio, the National Advisory Council on Radio in Education, the Ohio Institute for Education by Radio, the National Association of Educational Broadcasters, and the recently formed Federal Radio Education Committee.

Approximately one-fourth of the school systems that make systematic use of broadcasts in instruction indicate that they broadcast some programs for home and/or school reception. These broadcasts are usually sponsored by the school system or an individual school within the system, and deal with a wide variety of subjects, such as the library hour, children's variety programs, the work of the school, public speaking, local history, music, dramatic sketches, school news, and short stories. Some of the programs are arranged in regular series and others are individual programs given from time to time as the occasion arises. More than 250 school systems in various parts of the country broadcast regular series of programs during the past 2 years.

"The Educational and Cultural Side of Radio"
Complete Section—Please Turn to Page 903

LOIS BENNETT

Soprano

Star of Stage and Radio

Starred
(32 weeks)

"Sweetest Love Songs" WJZ
"Waltz Time" WEAF

Guest Starred

General Motors Concert
Lucky Strike "Hit Parade"
Chevrolet Musical Moments
Manhattan Merry-Go-Round

JEAN PAUL KING

Master of Ceremonies
Commentator — Super Salesman

News Commentator

Hecker's "Information Service of the Air" (13 weeks)

WOR
Monday-Friday—11:45 A. M.

Only radio personality now heard on all major networks

Personal Representative

Ben B. Lipset, Inc.

607 Fifth Avenue, New York -:- **PLaza 3-6268**

TERRI LA FRANCONI

Continental and Romantic Tenor

Hammerstein Music Hall
Los Angeles Opera Co.
Pacific Coast Opera Co.
San Francisco Opera Co.

Now Starring at
Roney Plaza — Miami
(Third Season)

CLAIRE WILLIS

Linguist of Song
(7 Languages)

Features rhumbas, tangos, intimate French and popular songs.

★

Rainbow Grill
Hotel Pierre
Mayflower (Washington)
Has been on all networks.

HAL MOORE

Commentator

Paramount Newsreel
(Sports and News)
Homemakers' Exchange
Tues. & Thurs. WEAF—11:30 a.m.

Pick & Pat—two years
Philadelphia Orchestra
(26 Weeks)

HOWARD PRICE

Golden-voiced Tenor

A&P Gypsies—52 weeks
Metropolitan Auditions
Chevrolet Musical Moments
I. J. Fox—Fur Trappers

Broadway Musical Comedy
"Revenge With Music"

WALTER CASSEL

Baritone

●

Guest Starred

General Motors Concert Hour

●

Featured

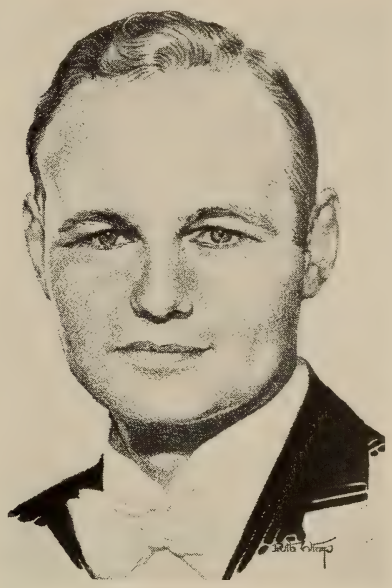
Maxwell House "Showboat"
Sealtest "Saturday Night Party" (Series)
Chevrolet "Musical Moments"
"Hammerstein Music Hall" (Frequent Guest)

●

Starred

by Warners Bros. on KFWB
Also in Warner Pictures

STAR OF—Chevrolet-Rubinoff Program
(Hollywood and New York Series)
Rexall United Drug "Radio Frolic"



Personal Representative

Ben B. Lipset, Inc.

607 Fifth Avenue, New York -:- PLaza 3-6268

ALICE CORNETT

SINGING SURPRISE
OF THE SEASON

Featured on

"THE SONG SHOP"

(Presented by Coca Cola)

Fridays - 10-10:45 P. M., E.S.T.

WABC—COLUMBIA NETWORK

COAST-TO-COAST

WILLIE MORRIS

Soprano

FEATURED

Fireside Recital
Palmolive Beauty Box
Echoes of New York
Flying Red Horse Tavern
"Showboat"

Vince Series—39 Weeks

Lucky Strike Hit Parade (13 weeks)
Rogers—"Musical Camera"
Chevrolet—"Musical Moments"

▼

Starred

Rexall United Drug

"Radio Frolic"

IMPORTANT RADIO TELEPHONE NUMBERS in NEW YORK

RADIO STATIONS

WABC	WIckersham 2-2000
WARD	TRiangle 5-3301
WBBC	TRiangle 5-6690
WBBR	MAin 4-9735
WBIL	BRyant 9-6080
WBNX	MElrose 5-0333
WCNW	INgersoll 2-1500
WEAF	CIrcle 7-8300
WEVD	BRyant 9-2360
WFAB	CIrcle 7-2610
WFAS	WIsconsin 7-2299
WFIL (N. Y. Office)	BRyant 9-4539
WHN	BRyant 9-7841
WHOM	PLaza 3-4204
WIND (N. Y. Office)	MUrray Hill 2-2611
WINS	ELdorado 5-6100
WJJD (N. Y. Office)	MUrray Hill 2-2611
WJZ	CIrcle 7-8300
WLTH	ORchard 4-1203
WLW (N. Y. Office)	MOhawk 4-4528
WMBQ	STagg 2-9037
WMCA	CIrcle 6-2200
WNBF (N .Y. Office)	MUrray Hill 2-5767
WNEW	PLaza 3-3300
WNYC	WOrth 2-4740
WOR	PEnnsylvania 6-8383
WOV	BRyant 9-6080
WPG	MUrray Hill 2-2046
WQXR	COlumbus 5-6366
WVFW	TRiangle 5-0313
WWRL	NEwtown 9-3300

NATIONAL NETWORKS

Columbia Broadcasting System	WIckersham 2-2000
Mutual Broadcasting System	PEnnsylvania 6-9602
National Broadcasting Co.	CIrcle 7-8300

STATION REPRESENTATIVES

Associated Broadcast Advertising Co.	WIsconsin 7-2299
Hibbard Ayer	MUrray Hill 2-2046
John Blair & Co.	MUrray Hill 2-6084
The Branham Co.	MOhawk 4-2430
Bryant-Griffith & Brunson, Inc.	MUrray Hill 2-2174
J. Ralph Corbett, Inc.	MOhawk 4-4528
Cox & Tanz	MUrray Hill 2-8284
Craig & Hollingbery, Inc.	PLaza 3-8989
J. J. Devine & Associates	VAnderbilt 3-1118
Free & Peters, Inc.	LExington 2-8660
Gene Furgason & Co., Inc.	MUrray Hill 2-3734
Hearst Radio, Inc.	PLaza 8-2600
E. Katz Special Advertising Agency	LOngacre 5-4594
Kelly Smith Co.	MOhawk 4-2434
Joseph Hershey McGillvra	VAnderbilt 3-5055
J. P. McKinney & Son	CIrcle 7-1178
National Broadcasting Co.	CIrcle 7-8300
John H. Perry Associates	BRyant 9-3357
Edward Petry & Co.	MUrray Hill 2-3850
Radio Sales	WIckersham 2-2000
William G. Rambeau Co.	CAledonia 5-4940
Paul H. Raymer Co.	MUrray Hill 2-8690
Graham A. Robertson	PLaza 3-7370
Small & Brewer, Inc.	WIckersham 2-8383
Transamerican Broadcasting & Television Corp.	MUrray Hill 6-2370
Weed & Co.	VAnderbilt 3-6966
Howard A. Wilson Co.	MUrray Hill 6-1230

ADVERTISING AGENCIES

Advertisers' Broadcasting Co.	MUrray Hill 4-1360
Atherton & Currier, Inc.	MOhawk 4-8795
N. W. Ayer & Son, Inc.	CHickering 4-5600
Batten, Barton, Durstine & Osborn, Inc.	ELdorado 5-5800
Benton & Bowles, Inc.	WIckersham 2-0400
Bermingham, Castleman & Pierce, Inc.	LExington 2-7550
The Biow Co., Inc.	CIrcle 6-9300
Blackett-Sample-Hummert, Inc.	WIckersham 2-2700
Blackstone Co.	CIrcle 7-7890
Bowman, Deute & Cummings	MUrray Hill 2-0392
Brooke, Smith, French & Dorrance, Inc.	VAnderbilt 3-1800
Brown & Tarcher, Inc.	CIrcle 6-2626
Franklin Bruck Advertising Corp.	CIrcle 7-7661
Buchanan & Co.	MEdallion 3-3380
Campbell-Ewald Co. of N. Y.	CIrcle 7-6383
Cecil, Warwick & Legler, Inc.	MUrray Hill 2-7895
Compton Advertising Inc.	CIrcle 6-2800
D'Arcy Advertising Co.	ELdorado 5-3765
Donahue & Coe, Inc.	COlumbus 5-4252
Erwin, Wasey & Co.	MOhawk 4-8700
William Esty & Co.	CAledonia 5-1900
Federal Advertising Agency, Inc.	ELdorado 5-6400
Fletcher & Ellis, Inc.	LAckawanna 4-3570
Albert Frank-Guenther Law, Inc.	COrtland 7-5060
Fuller & Smith & Ross, Inc.	ELdorado 5-5750
Gardner Advertising Co.	COlumbus 5-2000
J. Stirling Getchell, Inc.	VAnderbilt 3-4800
Geyer, Cornell & Newell, Inc.	WIckersham 2-5400
Lawrence C. Gumbinner Co.	VAnderbilt 3-3550
E. W. Hellwig Co.	LExington 2-3080
Charles W. Hoyt Co., Inc.	VAnderbilt 3-4690
H. W. Kastor & Sons Advertising Co.	COlumbus 5-6135
Joseph Katz Co.	WIckersham 2-2740
Kenyon & Eckhardt, Inc.	WIckersham 2-3920
H. M. Kiesewetter Advertising Agency, Inc.	LExington 2-0025
Arthur Kudner, Inc.	CIrcle 6-3200
Lambert & Feasley, Inc.	COlumbus 5-3721
Lennen & Mitchell, Inc.	MUrray Hill 2-9170
Lord & Thomas	WIckersham 2-6600
Marschalk & Pratt, Inc.	VAnderbilt 3-1525
J. M. Mathes, Inc.	LExington 2-7450
Maxon, Inc.	ELdorado 5-2930
McCann-Erickson, Inc.	LExington 2-1700
Neff-Rogow, Inc.	CIrcle 7-4231
Newell-Emmett Co., Inc.	AShland 4-4900
Paris & Peart	CAledonia 5-9840
Pedlar & Ryan, Inc.	ELdorado 5-7700
F. Pettinella	WAtkins 9-6424
Prins & Keifer, Inc.	VAnderbilt 3-2565
Reiss Advertising, Inc.	COlumbus 5-4632
Ruthrauff & Ryan, Inc.	VAnderbilt 3-6400
Stack-Goble Advertising Co.	PLaza 3-7444
J. Walter Thompson Co.	MOhawk 4-7700
Tracy-Locke-Dawson, Inc.	AShland 4-1690
United States Advertising Corp.	COlumbus 5-2032
Wales Advertising Agency	VAnderbilt 3-4000
L. D. Wertheimer Co.	MUrray Hill 2-6860
Young & Rubicam, Inc.	AShland 4-8400

PUBLICATIONS

Advertising Age	BRyant 9-6432
Advertising & Selling	CAledonia 5-9770
Billboard	MEdallion 3-1616
Broadcasting and Broadcasting Advertising	COlumbus 5-3815
Hollywood Reporter	WIsconsin 7-2470
Metronome	CIrcle 7-4500
Motion Picture Daily	CIrcle 7-3100
Musical America	CIrcle 7-0522

Musical Courier ..... CIrcle 7-4500
Music Trades ..... CIrcle 7-0522
Printers' Ink ..... AShland 4-6500
Radio ..... MUrray Hill 2-5973
Radio Advertising (Rates and Data) .. MOhawk 4-1220
Radio Art ..... PLaza 3-7156
Radio Craft ..... WAlker 5-0730
RADIO DAILY ..... WIsconsin 7-6336
Radio & Electric Appliance Journal .... CIrcle 7-5842
Radio News & Short Wave ..... BRyant 9-3142
Radio Retailing ..... MEdallion 3-0700
Radio Today ..... PLaza 3-1340
Radio Weekly ..... WAlker 5-2576
Seiter, Carver, Livingston Publishers, Inc. ..... MUrray Hill 3-7177
Standard Advertising Register ..... MEdallion 3-5850
Tide ..... AShland 4-3390
Variety ..... BRyant 9-8153

NEWS SOURCES

Associated Press ..... ELdorado 5-1200
International News Service ..... MUrray Hill 2-0131
NEA Service, Inc. ..... MEdallion 3-5160
News Features, Inc. ..... CIrcle 6-1738
Press-Radio Bureau ..... MUrray Hill 2-5760
Transradio News Features ..... CIrcle 7-4560
Transradio Press Service, Inc. ..... MUrray Hill 2-4053
United Press ..... MUrray Hill 2-0400

TALENT AGENCIES

Artists Management Bureau Inc. .. MUrray Hill 2-1888
Associated Radio Artists ..... CIrcle 7-4452
Batchelor Enterprises, Inc. ..... CHickering 4-6204
Herman Bernie, Inc. ..... CIrcle 7-6201
Chamberlain Brown ..... BRyant 9-8480
Columbia Artists, Inc. ..... WIckersham 2-2000
Columbia Concerts Corp. ..... CIrcle 7-6900
Consolidated Radio Artists, Inc. .... COlumbus 5-3580
Curtis & Allen ..... CIrcle 7-4124
Fanchon & Marco ..... CIrcle 7-5630
Hesse & McCaffrey ..... ELdorado 5-1076
Leading Attractions, Inc. ..... PLaza 3-8093
Ben B. Lipset, Inc. ..... PLaza 3-6268
A. & S. Lyons, Inc. ..... LAckawanna 4-7460
Mills Artists, Inc. ..... CIrcle 7-7162
William Morris Agency, Inc. ..... CIrcle 7-2160
Leo Morrison, Inc. ..... CIrcle 7-6413
Music Corporation of America .. WIckersham 2-8900
NBC Artists Service ..... CIrcle 7-8300
Radio Orchestra Corp. ..... COlumbus 5-5952
Rockwell-O'Keefe, Inc. ..... CIrcle 7-7550
Myron Selznick Co. of N. Y. ..... CIrcle 7-6201
Universal Radio Artists ..... BRyant 9-7763
Rudy Vallee Orchestra Units Corp. .... ELdorado 5-3435
WOR Artists Bureau ..... PEnnsylvania 6-8383

PROGRAM PRODUCERS

Air Features, Inc. ..... WIckersham 2-0077
Atlas Radio Corp. ..... BRyant 9-3040
British-American Productions, Inc. .... ELdorado 5-0381
Cleveland B. Chase, Inc. ..... ELdorado 5-1720
Chase & Ludlum ..... CIrcle 7-4366
Ted Collins ..... CIrcle 7-0094
Conquest Alliance Co. ..... PLaza 3-5650
Edmar Enterprises, Inc. ..... COlumbus 5-3737
Ted Hammerstein ..... LOngacre 5-9609
H. S. Goodman ..... WIckersham 2-3338
Jean V. Grombach, Inc. ..... CIrcle 7-6980
Arnold Johnson Radio Productions .... ELdorado 5-3900
Langlois & Wentworth ..... ELdorado 5-1620
Phillips H. Lord, Inc. ..... WIckersham 2-2213
McKnight & Jordan, Inc. ..... ELdorado 5-6110
Donald Peterson ..... WIsconsin 7-0069
Radio Events Syndicate ..... MUrray Hill 6-3487
Rocke Productions, Inc. ..... CIrcle 7-7630
James L. Saphier ..... CIrcle 7-2135
Sound Masters, Inc. ..... BRyant 9-2463
Henry Souvaine, Inc. ..... CIrcle 7-5666
Star Radio Programs, Inc. ..... PLaza 3-4991
Douglas F. Storer, Inc. ..... CIrcle 7-7672
Universal Radio Programs, Inc. .... MUrray Hill 2-0648
Roger White ..... CIrcle 7-4943
Wilson-Powell & Hayward, Inc. ..... ELdorado 5-0410
Wolf Associates, Inc. ..... COlumbus 5-1621

TRANSCRIPTION AND RECORDING COMPANIES

Advertisers Recording Service, Inc. .... CIrcle 7-6982
Allied Recording Products Co. ..... BRyant 9-1435
Alsop Radio Recording, Inc. ..... ELdorado 5-0780
Atlas Radio Corp. ..... BRyant 9-3040
Associated Music Publishers, Inc. ..... BRyant 9-0847
Audio-Scriptions, Inc. ..... BRyant 9-7480
Brinckerhoff & Co. ..... PLaza 3-3015
Columbia Transcription Service ..... CIrcle 7-6224
Conquest Alliance Co. ..... PLaza 3-5650
Decca Records, Inc. ..... COlumbus 5-5662
Eastern Sound Recording Co. ..... MEdallion 3-3554
International Production Studios .... COlumbus 5-7366
Gennett Records Co. ..... BRyant 9-5543
Jean V. Grombach, Inc. ..... CIrcle 7-6980
Masque Sound Recording Corp. .... MUrray Hill 2-4282
Musicraft Records Inc. ..... BRyant 9-6505
National Recording Co. ..... MEdallion 3-3860
National Transcription Features, Inc. ..... MUrray Hill 2-0648
NBC Thesaurus ..... CIrcle 7-8300
Radio & Film Methods Corp. ..... CAledonia 5-7530
Reeves Sound Studios, Inc. ..... CIrcle 6-6686
Sound Reproductions Corp. ..... BRyant 9-8265
Speak-O-Phone Recording & Equipment Co. ..... COlumbus 5-1350
Ed Strong ..... NEwtown 9-3232
Transcriptions, Inc. ..... MUrray Hill 2-2103
Universal Recording Co. ..... CIrcle 6-2168
Victor Recording Laboratory ..... BOgardus 4-6200
WOR ..... PEnnsylvania 6-8383
World Broadcasting System ..... WIckersham 2-2100

ORGANIZATIONS, UNIONS AND GOVERNMENT AGENCIES

Actors' Equity ..... BRyant 9-3550
Advertising Club ..... CAledonia 5-1810
Advertising Federation of America .... BRyant 9-0430
American Association of Advertising Agencies ..... MOhawk 4-7982
American Federation of Musicians ..... PEnnsylvania 6-2545
American Federation of Radio Artists ..... MUrray Hill 2-1157
American Plays Association ..... COlumbus 5-1860
ASCAP ..... COlumbus 5-7464
Friars Club ..... CIrcle 6-0282
I. A. T. S. E. ..... COlumbus 5-8915
Lambs Club ..... BRyant 9-8020
M. P. P. A. ..... CIrcle 6-3084
National Labor Relations Board .... COlumbus 7-6860
New York World's Fair 1939, Inc. .... BRyant 9-6000
S. E. S. A. C. ..... BRyant 9-3223
Society of Jewish Composers, Publishers and Song Writers ..... LOngacre 5-9124
Songwriters' Protective Association .. COlumbus 5-3758
Works Progress Administration ..... CIrcle 6-4000

RAILROAD TERMINALS

Grand Central ..... VAnderbilt 3-9100
Pennsylvania ..... PEnnsylvania 6-5600

HOTELS

Algonquin ..... VAnderbilt 3-2500
Ambassador ..... WIckersham 2-1000
Astor ..... CIrcle 6-6000
Barbizon-Plaza ..... CIrcle 7-7000
Belmont Plaza ..... WIckersham 2-1200
Biltmore ..... MUrray Hill 2-7920
Commodore ..... VAnderbilt 3-6000
Edison ..... CIrcle 6-5000
Essex House ..... CIrcle 7-0300
Lexington ..... WIckersham 2-4400
Lincoln ..... CIrcle 6-4500
Lombardy ..... PLaza 3-8600
New Yorker ..... MEdallion 3-1000
New Weston ..... PLaza 3-4800
Park Central ..... CIrcle 7-8000
Pennsylvania ..... PEnnsylvania 6-5000
Plaza ..... PLaza 3-1740
Plymouth ..... CIrcle 7-8100
Ritz Carlton ..... PLaza 3-4600
Ritz Tower ..... WIckersham 2-5000
Roosevelt ..... VAnderbilt 3-9200
St. Moritz ..... WIckersham 2-5800
St. Regis ..... PLaza 3-4500
Savoy Plaza ..... VOlunteer 5-2600
Sherry Netherland ..... VOlunteer 5-2800
Vanderbilt ..... AShland 4-4000
Waldorf-Astoria ..... ELdorado 5-3000
Warwick ..... CIrcle 7-2700

IMPORTANT RADIO TELEPHONE NUMBERS in LOS ANGELES

RADIO STATIONS

KECA	RIchmond 6111
KEHE	EXposition 1341
KFAC	FItzroy 1231
KFI	RIchmond 6111
KFOX	MUtual 2510
KFSG	EXposition 1141
KFVD	FItzroy 6346
KFWB	HEmpstead 5151
KGER	MAdison 2551
KGFG	PRospect 2434
KHJ	VAndyke 7111
KIEV	OMaha 3-4191
KMPC	WOodbury 6-1166
KMTR	HIllside 1161
KNX	HOllywood 2484
KRKD	MAdison 2281

NETWORKS

Columbia Broadcasting System	HOllywood 2484
Between 10 P.M. and 8:30 A.M.	HOllywood 7052
Don Lee Broadcasting System	VAndyke 7111
Mutual Broadcasting System	VAndyke 7111
National Broadcasting Co.	HOllywood 3631

STATION REPRESENTATIVES

Walter Biddick Co.	RIchmond 6184
John Blair & Co.	PRospect 3548
The Branham Co.	PRospect 3741
Bryant, Griffith & Brunson, Inc.	PRospect 4383
W. Austin Campbell Co.	MIchigan 3875
Conquest Alliance Co.	RIchmond 6184
Free & Peters, Inc.	RIchmond 6184
Free, Johns & Field, Inc.	RIchmond 6184
Hearst Radio, Inc.	EXposition 1345
C. P. MacGregor	FItzroy 4191
John H. Perry Associates (R. J. Bidwell Co.)	PRospect 4383
David H. Sandberg Co.	PRospect 1643
Transamerican Broadcasting & Television Corp.	HEmpstead 5315

ADVERTISING AGENCIES

Alber R. H. Company	PRospect 3331
F. Wallis Armstrong Co.	HIllside 0191
Associated Advertising Agency	VAndyke 3956
Batten, Barton, Durstine & Osborn	HIllside 8919
Beaumont & Hohman	TRinity 8173
Benton & Bowles Inc.	HIllside 9151
Botsford, Constantine & Gardner	PRospect 0206
Boyd Company Inc.	EXposition 1251
Brisacher, Emil & Staff	PRospect 9368
Buchanan & Company Inc.	MIchigan 2156
Campbell-Ewald Company	PRospect 1275
The Caples Co.	PRospect 1542
Collier, Robert & Associates	WHitney 3131
The Cramer-Krasselt Co.	PRospect 0760
Crawford Advertising Agency	TUcker 3237
Creamer, Theodore B. Advertising Agency	MIchigan 4147
Doremus & Co.	TRinity 8821
Erwin, Wasey & Company	PRospect 5316
Fletcher & Ellis, Inc.	FEderal 9111
Guenther-Bradford & Company	TUcker 9241
Hanff-Metzger of Calif., Ltd.	MIchigan 2156
Heintz Pickering & Company	MIchigan 6062
Hillman-Shane Advertising Agency Inc.	VAndyke 5111
Houston Advertising Service Co.	OLympian 1901
James-Morton Inc.	PRospect 1154
Klingelsmith, Stuart L. & Co.	MUtual 8371
Lockwood-Shackelford Advertising Agency	TRinity 9801
Logan & Stebbins	TRinity 8821
Lord & Thomas	MIchigan 7651
McCann-Erickson Inc.	MIchigan 4049
Meany, Philip J. Co. Advertising Agency	MIchigan 3601
Miner, Dan B. Co., L. A.	RIchmond 3101
Morgan, Raymond R. Co.	HEmpstead 4194
Olsen, A. J., Bob Advertising Agency	TUcker 9285
Paramount Ad Service	HIllside 8552
Raymond, L. Co.	PRospect 3511
Records Advertising Agency	TUcker 7447
Ruthrauff & Ryan Inc.	HIllside 7593
Scheibner, Hugo Inc.	MIchigan 6636
Scholts Advertising Service	MIchigan 2396
Smith, T. Tyler	PRospect 8043
Steller-Millar Agency	MUtual 4308
Stuart, Chas. R., Inc.	MUtual 2822
Sweeney & James	JEfferson 4019
Thompson, J. Walter Co.	MIchigan 5194
Weinberg, Milton Advertising Co.	TRinity 6878
West & Associates Inc.	OMaha 34832
Young & Rubicam Inc.	HOllywood 2734

RECORDERS

Air-Check	GLadstone 2189
Associated Transcriptions of Hollywood	OREgon 4736

Electro Vox ..... GLadstone 2189
RCA Mfg. Company ..... HIllside 5171
Norman B. Neely ..... HIllside 9135
Radiotone, Inc. ..... HOllywood 3518
Rec-Art Studios ..... PRospect 9232
Otto K. Oleson ..... GLadstone 5194
Radio Recorders, Inc. ..... HOllywood 3917
Associated Cinema Studios ..... HEmpstead 2131
Aerogram, Inc. ..... HIllside 7211
C. P. MacGregor ..... FItzroy 4191

RECORD MANUFACTURERS

American Record Corp. of America ..... GRanite 4134
Allied Phonograph & Record Mfg. Co. .. HOllywood 5107
RCA Mfg. Co. ..... HIllside 5171

PROGRAM PRODUCERS

Aerogram, Inc. ..... HIllside 7211
Allied Phonograph & Record Mfg. Co. .. HOllywood 5107
Associate Cinema Studios ..... HEmpstead 2131
American Radio Features ..... YOrk 8161
Walter Biddick Co. ..... RIchmond 6184
Earnshaw, Inc. ..... HEmpstead 5050
Fanchon & Marco ..... HOllywood 5341
Irving Fogel ..... HOllywood 5107
Gene Inge ..... HIllside 3169
Mayfield Kaylor ..... HOllywood 5107
Raymond R. Morgan ..... HEmpstead 4194
Radioaids, Inc. ..... HOllywood 5107
C. P. MacGregor ..... FItzroy 4191
R. U. McIntosh & Associates ..... WHitney 7713
Standard Radio ..... HIllside 7027
Mertens & Price ..... PRospect 0101
Pan-American Radio ..... HIllside 4027
Wood Radio Productions ..... GRanite 7434

RADIO ARTISTS AGENCIES

Alden-Silber Agency ..... HIllside 7216
Stanley Bergerman, Inc. ..... OXford 3196
Herman Bernie, Inc. ..... OXford 1005
John Colombo ..... CRestview 1-8139
Bill & Sabel Dunn ..... OXford 3259
Fanchon & Marco, Inc. ..... HOllywood 5341
M/D. Howe Booking, Inc ..... WOodbury 6-2992
International Artists ..... HIllside 2121
Harry Jolson ..... CRestview 0121
Arthur Klein, Ltd. ..... OXford 8670
Thomas S. Lee Artists Bureau ..... VAn Dyke 7111
William Morris Agency ..... WOodbury 63121
Radio Central Casting ..... PRospect 2626
Rock-O'Keefe, Inc. ..... CRestview 4101
Alfred G. Shauer ..... CRestview 1-5256
H. N. Swanson, Inc. ..... CRestview 1-5115
J. G. Bachman-Dick Polimer ..... OXford 7061
Phil Berg-Bert Allenberg ..... OXford 3131
Walter Batchelor ..... CRestview 1-8181
Feldman-Blum Agency ..... CRestview 1-8151
Harty-Kelton, Ltd. ..... OXford 9497
Leland Hayward & Co., Ltd. ..... CRestview 1-5151
Nat Goldstone ..... OXford 1131
Lou Irwin, Inc. ..... OXford 1005
Keighley—Keate Agency ..... WOodbury 6-3621

PUBLICATIONS

The Broadcaster ..... CEntury 22210
Daily Variety ..... HOllywood 6141
Evening Herald-Express ..... RIchmond 4141
Evening News ..... PRospect 6121
RADIO DAILY ..... GRanite 6607
Hollywood Reporter ..... HOllywood 3957
Hollywood Citizen-News ..... HOllywood 1234
Los Angeles Times ..... MAdison 2345
Los Angeles Examiner ..... RIchmond 1212
Los Angeles News ..... MIchigan 1196
Motion Picture Daily ..... GRanite 2145
Motion Picture Herald ..... GRanite 2145
The Post Record ..... TUcker 1121
Printers' Ink ..... MIchigan 7701
Radio ..... YOrk 7226
Radio Guide ..... GLadstone 2196
Radio-Television Casting Directory ..... PRospect 0482
Standard Advertising Register ..... PRospect 3835
Standard Casting Directory ..... GArfield 3881
Studio Casting Directory ..... GLadstone 1200
Variety ..... HOllywood 6141

AIRPORTS

American Airlines ..... MIchigan 8822
Grand Central Air Terminal ..... OMaha 34222
Los Angeles Municipal Airport ..... THornwald 9267
Union Air Terminal ..... HOllywood 1606
United Air Lines ..... TUcker 6248

SPORT ARENAS

American Legion
(Stadium-Hollywood) ..... HOllywood 2951
Los Angeles Coliseum ..... Richmond 6391
Gilmore Stadium ..... WHitney 1163

RAILWAY TERMINALS

Santa Fe ..... MUtual 0111
Southern Pacific ..... MIchigan 6161
Union Pacific ..... TRinity 9211

HOTELS

Ambassador Hotel ..... DRexel 7011
Biltmore Hotel ..... MIchigan 1011
Christie Hotel ..... HOllywood 2241
Clark Hotel ..... MIchigan 4121
Del Monte Hotel (L. A. Offices) .... EXposition 9767
Ensenada Hotel Plays ..... MUtual 5544
Garden of Allah Hotel ..... HOllywood 3581
Hollywood Hotel ..... HEmpstead 4181
Hollywood Knickerbocker ..... GLadstone 3171
Hollywood Plaza Hotel ..... GLadstone 1131
Roosevelt Hotel ..... HOllywood 2442
The Town House ..... EXposition 1234

Irving Reis

Under Writer-Director
Contract



IMPORTANT RADIO TELEPHONE NUMBERS in CHICAGO

RADIO STATIONS

KSTP (Chicago office)	SUPerior	8660
WAAF	RANdolph	1717
WBBM	WHItehall	6000
WCAU (Chicago office)	STAte	0366
WCBD	VAN Buren	6201
WCFL	SUPerior	5300
WCRW	DIVersey	4440
WEDC	CRAwford	2436
WENR	SUPerior	8300
WGES	VAN Buren	6201
WGN	SUPerior	0100
WHAM (Chicago office)	STAte	0366
WHFC	LAWndale	8228
WIND (Chicago office)	STAte	5466
WJJD	STAte	5466
WLS	HAYmarket	7500
WLW (Chicago office)	STAte	0366
WMAQ	SUPerior	8300
WMBI	DIVersey	1570
WSBC	SEEley	2255
WWAE (Chicago office)	PLAza	4300

NATIONAL NETWORKS

Columbia Broadcasting System	WHItehall	6000
Mutual Broadcasting System	SUPerior	0100
National Broadcasting Co.	SUPerior	8300

STATION REPRESENTATIVES

R. J. Barrett, Jr.	SUPerior	5110
John Blair & Co.	SUPerior	8660
The Branham Co.	CENtral	5726
Bryant, Griffith & Brunson, Inc.	ANDover	1040
H. K. Conover Service Co.	CENtral	8664
Cox & Tanz	FRAnklin	2095
Craig & Hollingbery, Inc.	STAte	2898
J. J. Devine & Associates	CENtral	4270
Free, Johns & Field, Inc.	FRAnklin	6373
Free & Peters	FRAnklin	6373
Gene Furgason & Company	STAte	5241
Arthur H. Haag & Associates	CENtral	7553
Hearst Radio, Inc.	CENtral	6124
E. Katz Special Advertising Agency	CENtral	4238
Kelly-Smith Co.	FRAnklin	4687
Ray Linton	STAte	9493
Joseph Hershey McGillvra	SUPerior	3444
J. R. McKinney & Son	SUPerior	9866
Mitchell & Ruddell, Inc.	CENtral	1160
John H. Perry Associates	HARrison	8085
Edward Petry & Co.	DELaware	8600
Hugh Rager	RANdolph	7800
William G. Rambeau Co.	DELaware	3838
Paul H. Raymer Co.	SUPerior	4473
Graham A. Robertson	ANDover	3042
Sears & Ayer	SUPerior	8177
Small & Brewer, Inc.	STAte	8152
Transamerican Broadcasting & Television Corp.	STAte	0366
Van Cronkhite Associates, Inc.	STAte	6088
Weed & Co.	RANdolph	7730
L. I. Weishar	WABash	1067
Howard H. Wilson Co.	CENtral	8744

ADVERTISING AGENCIES

Aubrey, Moore & Wallace Inc.	SUPerior	1600
Auspitz & Lee	STAte	7782
N. W. Ayer & Son, Inc.	RANdolph	3456
Baggeley, Horton & Hoyt, Inc.	STAte	2154
Batten, Barton, Durstine & Osborn, Inc.	CENtral	7808
Beaumont & Hohman, Inc.	CENtral	7144
Blackett-Sample-Hummert, Inc.	DEArborn	0900
Buchanan & Co.	SUPerior	3047
Burnet-Kuhn Advertising Co.	SUPerior	3800
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
Caples Co.	SUPerior	6016
Russell C. Comer Advertising Co.	SUPerior	2541
Doremus & Co.	CENtral	9132
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Fletcher & Ellis, Inc.	HARrison	8612
Ford, Browne & Mathews	DELaware	3800
Albert Frank-Guenther Law, Inc.	DEArborn	8910
Charles Daniel Frey Co.	STAte	8161
J. Stirling Getchell	HARrison	2606
Henri, Hurst & McDonald, Inc.	SUPerior	3000
Frances Hooper Advertising Agency	SUPerior	5480
H. W. Kastor Advertising Co., Inc.	CENtral	5331
Lord & Thomas	SUPerior	4800
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEBster	3701
Hays, McFarland & Co.	RANdolph	9360
McJunkin Advertising Co.	STAte	5060
Louis Needham & Brorby, Inc.	STAte	5152
Neisser-Meyerho, Inc.	DELaware	7860
Reincke-Ellis-Younggreen & Finn, Inc.	WHItehall	7440
Roche, Williams & Cunnyngham	HARrison	8490
Rogers & Smith	DEArborn	0021
Ruthrauff & Ryan, Inc.	RANdolph	2625
Sehl Advertising Agency	STAte	7344
J. Walter Thompson Co.	SUPerior	0303
Wade Advertising Agency	STAte	7371
L. D. Wertheimer Advertising Co.	FRAnklin	8833
Young & Rubicam, Inc.	CENtral	3144

TRANSCRIPTION AND RECORDING COMPANIES

Columbia Transcription Service	DELaware	8263
Decca Records, Inc.	DELaware	8800
Marsh Laboratories, Inc.	WEBster	7288
RCA Manufacturing Co.	DELaware	4774
Radio Transcription Co. of America	DELaware	2325
Standard Radio, Inc.	STAte	3153
Walter C. Wicker	SUPerior	7279
World Broadcasting System	STAte	3828

PROGRAM PRODUCERS

Norman Alexandroff & Co.	WABash	6762
Conquest Alliance Co.	STAte	5096
J. Ralph Corbett, Inc.	DELaware	3265
Lillian Gordoni Radio Productions Co.	CALumet	6979
Charles Hughes Productions, Inc.	BUCkingham	4048
Donna Parker Productions	WEBster	2873

NEWS SOURCES

Associated Press	STAte	7700
International News Service	ANDover	1234
Transradio Press Service	STAte	8091
United Press	RANdolph	3677

ORGANIZATIONS AND UNIONS

Actor's Equity	WELlington	6377
American Federation of Actors	STAte	7918
American Federation of Musicians	STAte	0063
ASCAP	RANdolph	1805
Institute of Radio Service Men	SUPerior	1673
Radio & Television Institute	LONgbeach	6100
University Broadcasting Council	CENtral	2015



AL PEARCE

says

"Afraid You're Listening In
I Hope I Hope I Hope!"

Carl (*hoff-tempo*) Hoff
and his Orchestra

KENNETH ROBERTS—*Announcer*

ARLENE HARRIS
"The Human Chatterbox"

MONROE UPTON
Writer

BRADFORD BROWNE
Producer—N. W. Ayer & Sons

RICHARD J. McCAFFREY
Musical Arranger

TIZZIE LISH
Cooking and Health Expert

ELMER BLURT
Door to Door Salesman

BETTY GARDE
Actress

HARRY SWAN
Actor

AGNES MOOREHEAD
Actress

IN

"WATCH THE FUN GO BY"

SPONSORED BY THE FORD DEALERS OF AMERICA

CBS — *Tuesday* — **9 P. M. EST.**



RADIO HISTORY MAKERS OF 1937



Thumbnail summaries of personalities whose activities provided major headlines in the past year.

House Furnishings

SELLING CONTENTS 3-room apartment, practically new complete living room, bedroom, dinette; other odds and ends; no dealers call. PEnnsylvania 6-4119.

GOVERNOR WINTHROP secretary, lady's glass top desk, rush-bottom chairs, refectory table, lamps, rugs, Webster dictionary. WIsconsin 7-2113.

FOR SALE

Artists and Orchestras

FOR SALE: Radio Artists and Orchestras of proven public popularity, backed by the efficient service of a national firm of artists' representatives with offices conveniently located in Hollywood and Chicago as well as in New York City. Write, 'phone or wire Rockwell-O'Keefe Inc., 1270 6th Ave., New York; 32 W. Randolph St., Chicago, or 9028 Sunset Blvd., Hollywood. tf

SALE OF NEW FURNITURE At old prices at both stores. Factory prices are up 20%. We bought carloads at old prices and pass the savings on to you. **SALE OF USED FURNITURE.** We have tremendous quantity "As Is" at unbelievably low prices. All at 358 B'way. **CLARK & GIBBY, INC.,** 358 B'way, near Franklin; 20 East 41st St. WA. 5-8330. Used Furniture at 358 B'way.

BIG BARGAINS NEW AND USED DESKS, CHAIRS, TABLES, EXECUTIVE SUITES, CHAIRS, LIBRARY TABLES, AND KARDEXES, LEATHER FRUNITURE, USED Bought, Sold and Exchanged. METAL FILES, SAFES. **NATHAN'S,** 548 BROADWAY. Tel. CAnal 6-0350. Near Prince St.

MOVING—Sacrificing entire stock; storage cabinets, desks, leather chairs, imports, files, typewriters, folding machines. Eagle, 110 West [illegible] desks, many [illegible] East [illegible]

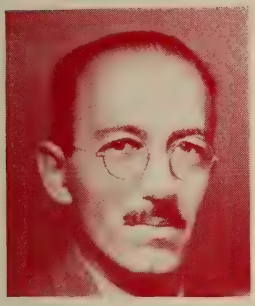
Rockwell O'Keefe inc.
ARTISTS' REPRESENTATIVES
NEW YORK CHICAGO HOLLYWOOD

FRANK R. McNINCH



On supposedly temporary loan from the Federal Power Commission, Frank R. McNinch was appointed FCC chairman to succeed the late Anning S. Prall and to iron out the affairs of the Commission, which has been a target for much brick-throwing. In the few months that he has been at the helm, the FCC has gone through considerable revising, constructively, reflecting the efficiency and quiet but quick action characteristic of McNinch.

JOHN ELMER



He was enjoying a comparatively serene life as owner of small - watter WCBM in Baltimore. Then John Elmer was elected president of the NAB, and immediately his troubles began. Exigencies compelled him to call a special NAB meeting to take up a reorganization plan—and incidentally discuss the AFM situation. It was an unruly session, but Elmer handled the chair with commendable composure and much tolerance.

LENOX R. LOHR



A good deal of traveling was done in 1937 by Major Lohr, the NBC prexy. To the coast, where the web is building new studios, also to Europe and one particular trip to Washington where he dined with President and Mrs. Roosevelt, no less. New NBC building activities, ordering an original radio opera and signing Dr. James R. Angell as educational counselor were just a few of the other items on his calendar during the year.

WILLIAM S. PALEY



Something that CBS prexy William S. Paley said about the business of broadcasting at the educational parley in Chicago late in the year made such an impression on Congressmen who read it that they had the talk inserted in the Congressional Record. Diary of the live-wire CBS outfit also reveals leadership in expansion and profits, new Hollywood studios started, television tower on Chrysler Bldg. and many other items.

DAVID SARNOFF



RCA's president, in addition to executing his multiple duties of keeping the RCA family coordinated, was kept pretty busy on television the past year, the chief development in this end being a new cathode ray demonstration on a screen 3x4 feet—but still no assurance that commercial television is very near.

ALFRED J. McCOSKER



Holding the dual post of president of Bamberger Broadcasting Co., owners of WOR, and chairman of Mutual Broadcasting System, Alfred J. McCosker can look back on 1937 with double pride. First because Mutual branched out in a big way in putting itself on the map as a national network, and secondly because WOR didn't have such a bad year either. Incidentally, McCosker was given a degree of LL.D. by John Marshall College of Law last June in recognition of his service in radio.



BILLY SWANSON and "His Music"

MANAGEMENT
ROCKWELL-O'KEEFE, Inc.
Radio City, N. Y.—Chicago—Hollywood

PUBLICITY
ED DUKOFF
HOTEL EDISON
NEW YORK CITY

EDDIE CANTOR



Texaco Town's "mayor" had a very active 1937, making the usual quota of new talent discoveries, being elected president of the new American Federation of Radio Artists, celebrating his 25th anniversary in show business and being fittingly honored on the occasion with an "Eddie Cantor Week," switching his network broadcast from Sunday to Wednesday, making another feature film, getting his antique shop business going—and marrying off one of those five daughters who are almost as famous as the quints.

O. B. HANSON



A titular addition and a vital subtraction occurred in the life of O. B. Hanson the past year. To put it in plain English, the NBC chief engineer added the title of vice-president of the network in November, and if you don't mind the reverse chronology, in June, the doctors subtracted an appendix from him. If it's not an even break, maybe he's got some tonsils that can be removed.

ISAAC D. LEVY



Ike Levy of the Philadelphia WCAU - CBS Levys, among whom also is his brother Dr. Leon Levy, is known around NAB gatherings as one of those so-called "stormy petrels." Nevertheless, when Ike "storms," NAB boys as well as others are always glad to listen because there's meat in his words. A defense of FCC members and a warning to NAB to stay with Ascap were among his 1937 pronouncements.

COMMISSIONER PAYNE



When it comes to figuring in the headlines, it takes a fast-stepper to keep ahead of FCC Commissioner George Henry Payne. His provocative utterances gave the industry and the public much good food for mental exercise. Though his activities as a crusader did get him disbarred from FCC's Segal-Smith hearing, he also won many friends with his advocacy of more wholesome programs for juveniles—and better radio shows in general.

HAROLD V. HOUGH



Though he has plenty to do as general manager of WBAP, Fort Worth, and treasurer of the NAB, Harold V. Hough, known to thousands of pioneer radio listeners as "The Hired Hand," finds time to give a word picture of WBAP's famous Negro Holiness broadcast each New Year's Night and of the Fort Worth Rodeo. His NAB resolution against "dollar publicity" also was roundly applauded.

JOHN BLAIR



Opening of new coast offices in Los Angeles and in Seattle, addition of a flock of stations and formation of a production service unit to better serve clients, were among the 1937 expansion activities of John Blair & Co., explaining why the head of the rep firm, John Blair himself, was kept on the hop throughout the year. Blair's 1937 record marks him as a go-getter.

TOMORROW'S STARS

THE life blood of the amusement business is the supply of fresh, new talent to supplant the fading stars of another day. This organization specializes in the training, development, and exploitation of young artists, from whose ranks will emerge the headliners of tomorrow.

We are proud to include the following names among our contracted artists:

BUDDY CLARK
BILL CHALLIS
GEORGE FISCHER
BOB HARING
BOB HOPE (radio only)
NATHAN KROLL
LORETTA LEE
BARRY McKINLEY
NEW YORKERS CHORUS
JEAN O'NEILL
ALLEN PRESCOTT
HARRY SALTER
VICTOR SCHERTZINGER (radio only)

JAMES L. SAPHIER

Radio Talent and Productions

NEW YORK **HOLLYWOOD**

DONALD W. THORNBURG



What with the spurt in Hollywood originations and the actual launching of construction on the new CBS studio layout in the movie capital, Donald W. Thornburg, vice-president in charge of West Coast operations for the network marks up 1937 as one of the busiest years of his career. He was so busy, in fact, that he hardly even had time to get in the headlines.

WILLIAM S. HEDGES



Vacating a vice-presidency in the Crosley Radio organization (WLW-WSAI), Cincinnati, William S. Hedges returned to the NBC fold in October to take over the direction of the network's station relations. Less than two months later, he was elected a vice-president of company, thus adding another important entry in the log-book of an executive radio career that dates back to 1922.

WM. A. SCHUDT JR.



One of the most aggressive of the CBS stations—ace in the showmanship field and no slouch in other departments, either—is WBT of Charlotte, with Bill Schudt as general manager and chief generator of ideas for business, programs and goodwill. The station's accomplishments reflect the live-wire Schudt management.

ALBERT S. FOSTER



When WEW, St. Louis University station after 16 years as a non-commercial station, decided to go in for paid business in the Fall of 1937, Albert S. Foster was brought from WWL, New Orleans, to be g.m. Signing of some 400 customers in the first 12 weeks attests to the wisdom of the move.

EDWARD KLAUBER



The executive vice-president of CBS, along in May of the past year, was made a member of the company's board of directors, following an increase in the authorized size of the directorate. Paul Kesten and Mefford Runyon also were made directors. Outside of that, Klauber performed his important duties without stepping much into the limelight.

DONALD FLAMM



Final selection of a site for WMCA's new and more expansive studios was one of the important matters decided by Donald Flamm, station owner, in the past year. A little expansion of the Inter-City network, of which Flamm also is prexy, and the launching of occasional program novelties also helped to keep him occupied.



"Music of Yesterday and Today Styled the BLUE BARRON way"

Management

CONSOLIDATED RADIO ARTISTS INC.

30 Rockefeller Plaza—New York

Chicago — Cleveland —

Hollywood — Dallas

NBC-Red and Blue Networks

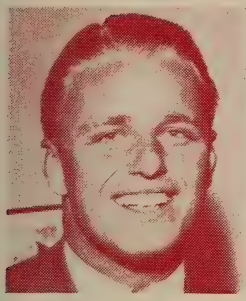
FOUR TIMES WEEKLY

CURRENTLY

GREEN ROOM — HOTEL EDISON

NEW YORK CITY

ELLIOTT ROOSEVELT



Climaxing a year of gradually increasing activity and responsibility in the management of radio stations, Elliott Roosevelt was made president and general manager of Hearst Radio. Previous to this development late in December, Roosevelt had been handling the southwest and California Hearst stations. There was also some talk a while back of the possibility that he would become a network commentator. But he probably will be too busy for that now.

LEWIS ALLEN WEISS



There was a lot doing in the Don Lee Broadcasting System the past year, mainly the addition of another dozen or so Pacific Northwest stations, and these developments kept Lew Weiss, g.m. of the System, hopping around quite regularly. Busy though he was, he took time to promise that the Don Lee System would start television service on the coast in 1938.

JOHN F. ROYAL



One of radio's most efficient and best loved executives is John F. Royal, vice-president in charge of programs at NBC. He doesn't appear much in print, but the benefits of his extensive showmanship play a vital part behind the scenes of the NBC show-schedules.

GEORGE W. TRENDLE



One of the hot controversies of 1937 in radio and movie circles was the protest against dispensers of harmful Hollywood gossip via radio, and George W. Trendle, who is both a theater man and head of Michigan Radio Network, helped to bring this issue to a head. Sale of "Lone Ranger" serial to the films (Monogram) and appointing Raymer as MRN rep also were among Trendle's 1937 deals.

LOUIS K. SIDNEY



All-around showman and managerial chief of WHN, Louis K. Sidney stepped into the producing end of radio last November when Bill Bacher left the big M-G-M weekly production for Maxwell House. It was more than a man-sized job, but Sidney is no midget and the records show that he was quite equal to the task. The WLW Line hookup and the designation of WHN as NBC's third New York City outlet also figured among Sidney's more important 1937 activities.

FRANK BRAUCHER



The popular magazine field lost a top rank sales executive in October of 1937 when Alfred J. McCosker sold Frank Braucher on the idea of joining WOR as vice-president in charge of sales. Braucher formerly was vice-president and director at Crowell Publishing Co.

FRANK GILL JR.

SCRIPTIST AND DIALOGUE DIRECTOR

1937-1938

"YOUR HOLLYWOOD PARADE"

(Lucky Strike-Warner Bros.)*

"HOLLYWOOD MARDI-GRAS"

(Packard)†

*Lord & Thomas

†Young & Rubicam

Direction—Wm. Morris
Agency

FRANK GILL SR.
Personal Manager

BILL DEMLING

COMEDY AND DRAMATIC MATERIAL

1937-1938

"HOLLYWOOD MARDI-GRAS"
Packard—
(Young & Rubicam)

"MICKEY MOUSE THEATRE"
Walt Disney—
(Lord & Thomas)

MARIE STODDARD'S

LITTLE SCHOOL OF

—SCREEN—
RADIO—STAGE

♦

8496 SUNSET BLVD.
HOLLYWOOD, CAL.

♦

JOHN S. YOUNG



One of radio's most erudite announcers, selected as the "All-American" in that line during 1928-32, and possessor of a gold trophy presented to him in 1932 by President Hoover, John S. Young, was honored again late in 1937 by being selected as Radio Director for the coming New York World's Fair. Internationally informed, a scholar and lecturer as well as advertising consultant and commentator, he is well fit to do a fine job.

MARK WOODS



In electing Mark Woods a vice-president last November, along with William S. Hedges and O. B. Hanson, NBC filled its quota of 11 men necessary to make up a football squad that could play the CBS vice-presidential team. Occupying the post of treasurer, Woods is one of the youngest NBC executives, though he's been with the firm since 1926.

H. LESLIE ATLASS



Looking after the CBS interests in the Chicago territory is H. Leslie Atlass, vice-president of the network. The Atlass boys — the other being his brother, Ralph — have been cutting quite a figure in radio circles out Chicago way for a good many years. H. Leslie heads WBBM, while Ralph has WJJD, as well as WIND over at Gary.

DON E. GILMAN



The past year had a moving day in it for Don E. Gilman, vice-president in charge of NBC west coast operations. Greater concentration of NBC activity in Hollywood, and the new radio center being built there, made it necessary for Gilman to shift his headquarters from San Francisco to the movie city. But he still maintains social and business ties in S. F. with frequent visits.

DON DAVIS



Celebration of the 15th anniversary of his station, WHB in Kansas City, was the big noise in the routine of Donald Dwight Davis the past year. The event was put over on a scale unprecedented in so far as such celebrations are concerned, and Don Davis has press books and other souvenirs to prove it.

JOHN SHEPARD III



As president of two New England networks, the Yankee and the Colonial, with headquarters in Boston, John Shepard III has his hands full. But he likes radio so well that he sold out his interest in Boston's famous Shepard store in order to devote all his time to the broadcasting business.

WHEN *TIME* IS THE MEDIUM



● You have decided to buy TIME to put your advertising message on the air! How about rates, power, station equipment, hours available and scores of other points of information you *must* have—just at the moment you are making your selection of stations?

You would naturally have many questions to ask about certain stations . . . you find the answers in RADIO ADVERTISING RATES & DATA! It lists the rates, chain affiliations, mechanical facilities, broadcasting hours, closing times, etc., etc., of *every* commercial broadcasting station in the United States and Canada. All the information you need, IN ONE CONVENIENT, COMPACT SERVICE!

Revised and issued every month . . . supplementary bulletin service every week.

SUBSCRIPTION $15 A YEAR

CHICAGO
333 N. Michigan Avenue

NEW YORK
420 Lexington Avenue

ARTHUR PRYOR JR.



At the NAB convention in Chicago last June, Arthur Pryor Jr., vice-president-in-charge-of-radio for Batten, Barton, Durstine & Osborne, said some straight-from-the-shoulder things about the poor quality of manpower in the program end of radio. It caused quite a bit of talk . . . and some thinking.

LAWRENCE LOWMAN



CBS operations increased considerably in 1937, which meant extra work for the vice-president in charge of operations, who happens to be Lawrence W. Lowman, as well as for Herbert V. Akerberg, vice-president in charge of station relations, and their respective lieutenants and sergeants.

EDMUND (TINY) RUFFNER



In the summer of 1937, Tiny Ruffner resigned from Benton & Bowles agency to become vice-president and radio director on the coast for Ruthrauff & Ryan. His radio voice has sold millions of dollars of merchandise for sponsors — and that's only the beginning.

ROY C. WITMER



Remember all those headlines of the past year telling about new highs in billings and other remarks to that effect? Well, in the case of NBC, Roy C. Witmer had something to do with the increases. He's the vice-president in charge of sales.

NILES TRAMMELL



Chicago's importance as a radio program producing center, to say nothing of time sales, did not suffer to any extent despite the Hollywood upswing in 1937. In fact, Chicago set new records for script shows. And Niles Trammell is v.p. in charge of NBC's central division.

W. B. LEWIS



If you noted some improvement in CBS 1937 shows, you can't go far wrong by sending your bouquets via W. B. Lewis, vice-president in charge of programs. Aside from those duties, Lewis will be remembered on the 1937 calendar for a very intelligent talk he delivered on radio and the movies at a luncheon meeting of the Ass'n of Motion Picture Advertisers.

RADIO GUIDE

has become an indispensible weekly reading habit in a constantly increasing number of American homes, because it doubles radio enjoyment. ★ ★ It exerts a powerful influence upon the listening and buying habits of more than 400,000 families.



RG columns are read and studied by program sponsors, advertising agency executives, radio artists, radio dealers, and the industry as a whole, because it is the outstanding authority in its field. Thus Radio Guide combines a big consumer audience with an important trade readership.

RADIO GUIDE 10¢

At All Newsstands Every Thursday

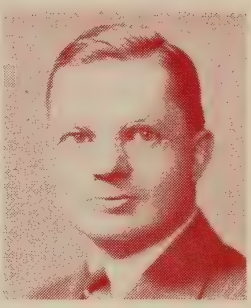
551
FIFTH AVENUE
NEW YORK

• DONALD WITHYCOMB •



What with opening WFIL's own offices in New York and Chicago —with very profitable results, by the way—and the building of new studios, General Manager Donald Withycomb of the Philly station didn't have exactly a dull year. On completion of the studios, he also started a more elaborate schedule of local productions.

• T. C. STREIBERT •



In recording the activities and the expansion of the Mutual Broadcasting System in the past year, one man who mustn't be overlooked is Theodore C. Streibert. He's executive v.p. of the organization, and he had plenty to say and do about the network's onward and upward moves during 1937.

• JOSEPH V. CONNOLLY •



The voluminous INS affairs also keep Connolly pretty busy.

As part of the changes that took place in the Hearst Radio organization the past year, Joseph V. Connolly changed his title from that of president to chairman of the board. But under one title or another, a busy and important exec is still a. b. and i. e.

• EDWARD W. CRAIG •



A prominent part in drafting the NAB reorganization proposal and the committee was played by Edward W. Craig, head of WSM. He also was actively engaged in working out IRNA developments as a member of the IRNA special advisory committee.

• HERBERT R. EBENSTEIN •



Launching something new in the way of merchandising radio programs, Herbert R. Ebenstein created quite a bit of interest the past year in his Atlas Radio outfit, which set out to produce ET shows and distribute them under the same system used by film companies, i.e., key city exchanges. Besides setting up the nationwide distributing organization, Atlas completed 28 shows in 1937.

• FRANK E. MASON •



Being appointed personal assistant to Lenox R. Lohr, president of NBC, was the principal occurrence in the official life of Frank E. Mason during 1937. Coincident with the move, Mason relinquished his duties in the station relations end to Bill Hedges, but retained his vice-presidency.

NBC RECORDED PROGRAM SERVICE

offering complete facilities for the creation, casting, production, and recording of programs for

National and Local Spot Advertising

•

CUSTOM BUILT PROGRAMS
RECORDING OF CLIENT OR AGENCY PRODUCED PROGRAMS
SIMULTANEOUS RECORDING OF NETWORK BROADCASTS
THESAURUS PROGRAMS
SYNDICATED RECORDED "STOCK" PROGRAMS
"REFERENCE" OR AUDITION RECORDINGS

•

Write for catalog describing the above services



Electrical Transcription Service
National Broadcasting Company
A RADIO CORPORATION OF AMERICA SERVICE
RCA Building • Radio City • New York
Merchandise Mart • Chicago, Illinois

MYRON P. KIRK



Genial and equally astute Myron P. Kirk, former vice-president and director of radio for Ruthrauff & Ryan, Inc., caused a hubbub in radio circles when he resigned that position to become vice-president in charge of radio for Famous Artists, Hollywood. There Kirk has assumed duties in both pictures and radio that helped make Ruthrauff & Ryan one of the top ranking firms in the agency field. Kirk's record is based on such celebrated programs as those of Major Bowes, Al Jolson, Edward G. Robinson, Joe Penner and others. His salesmanship and talent handling showed many a sponsor how to sell the product.

GEORGE BOLLING



From the Detroit office of John Blair & Co., Vice-President George Bolling moved east and up last summer to head the New York office on resignation of Murray Grabhorn. Management of the Detroit office thereupon fell to his brother, R. H. Bolling.

MARK ETHRIDGE



In two of the past year's highly important radio developments — the AFM situation and the NAB reorganization — Mark Ethridge played a prominent and helpful role. Interested in the issues because he's general manager of Louisville Courier-Journal, owners of WHAS, Ethridge gave valuable aid in the musician negotiations as well as in the NAB revamping.

J. HAROLD RYAN



This is the current president of the Ohio Association of Broadcasters. He was elected last November to succeed the retiring John F. Patt of WGAR, Cleveland. Ryan also has other responsibilities. He's president and g.m. of Fort Industry Co., owners and operators of WSPD, Toledo; president of West Virginia Broadcasting Corp., operating WWVA, Wheeling, and treasurer of Monongahela Valley Broadcasting Co., operating WMMN, Fairmont, W. Va.

CLAY MORGAN

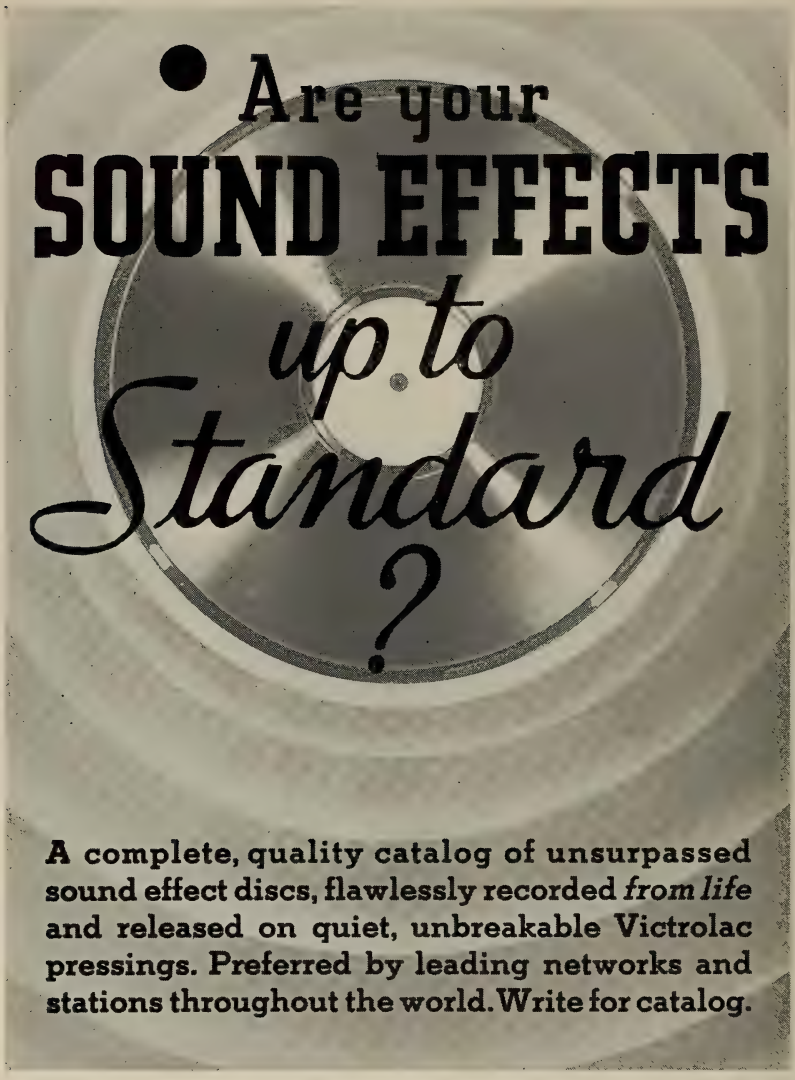


Shortly after Clay T. Morgan took up the post of director of promotion at NBC early in 1937, things began to literally fly in the promotion division. White space copy and direct mail promotion hit the all-time high in the spring and early summer. By the way, if you see any similarity in the accompanying picture and Warner Oland's, don't tell Morgan. He's heard it before.

JOSEPH J. WEED



The head of Weed & Co., station rep firm, is a specialist in Canadian situations, and during the past year was instrumental in arranging mergers of groups of Dominion outlets under exclusive representation as an aid toward doing away with hit or miss representation under the non-exclusive sales methods.



A complete, quality catalog of unsurpassed sound effect discs, flawlessly recorded *from life* and released on quiet, unbreakable Victrolac pressings. Preferred by leading networks and stations throughout the world. Write for catalog.

Also: STANDARD LIBRARY SERVICE
POPULAR SUPPLEMENT LIBRARY
SONS OF THE PIONEERS
ORGAN TREASURES and other FEATURES

Standard Radio

180 North Michigan Ave., Chicago, Ill.
6404 Hollywood Blvd., Hollywood, Cal.

IRVING REIS



In the activity of furthering better drama on the air, Irving Reis and his Columbia Workshop productions the past year were well in the lead. Unfortunately for radio, the movies finally enticed playwright-producer-director Reis to Hollywood — which ought to be another lesson to radio to take better care of its talent.

JOHN V. L. HOGAN



A leading proponent of quality and cultural programs, John V. L. Hogan, owner and operator of WQXR in New York, made considerable progress the past year in building up a steady following of class listeners. Success of his policies has aroused discussion in the future possibility of different stations going in for specialized forms of broadcasting.

JAMES D. SHOUSE



Giving up the general managership of KMOX, the CBS outlet in St. Louis, James D. Shouse moved up to Cincinnati, where he is now known as vice-president of Crosley Radio Corp. in charge of broadcasting activities. As such, he is g.m. of WLW and WSAI, with Robert G. Jennings as assistant g.m. and general sales manager.

EVAN ROBERTS



Appointed by Washington as a $1 a year man to carry out his own plan to organize a WPA Federal Theater Radio Division, Evan Roberts made this project one of the most prolific producers of shows in radio, with particular emphasis on shows of artistic as well as entertainment merit. His cultural-educational qualifications resulted in his being made consultant for 20th Century Fund, radio forum created by the late Edward A. Filene.

POWEL CROSLEY, JR.



There was a bit of excitement in the 1937 radio life of Powel Crosley, Jr. First, the Washington fuss over WLW's 500,000 watts; then when Crosley signed Charles Michelson, Democratic party publicist, as public relations man; creation of WLW Line, naming Transamerican as rep, change in g.m. for Crosley Corp. and a few other items.

GEORGE ENGLES



The artists service division of NBC had to keep on its toes throughout 1937 more than ever before, what with dearth of talent, keen competition for names, continual clamor for new finds, and what not. On top of it all—or probably as a result of the strain — George Engles, v.p. in charge of this service, wound up in a hospital for an operation.



"That's radio arithmetic!"

ATLAS RADIO DISTRIBUTING CORPORATION

Home Office—1540 BROADWAY, N. Y. C.

Studios—930 N. WESTERN AVE., HOLLYWOOD, CAL.

REGIONAL HEADQUARTERS

1540 BROADWAY	333 N. MICHIGAN AVE.	EQUITABLE BLDG.	2011 JACKSON ST.
NEW YORK CITY	CHICAGO	HOLLYWOOD	DALLAS
HAROLD HOPPER, Dir.	L. DANIEL BLANK, Dir.	RAY COFFIN, Dir.	CLAUDE C. EZELL, Dir.

H. R. CARPENTER



In showmanship, civic service, special events enterprise and general progress, the United Broadcasting Co.'s two Cleveland stations, WHK and WCLE (formerly WJAY), were front-rankers and kept regularly in the headlines throughout 1937. It was all done under the direction of H. K. Carpenter, v.p. and g.m.

LEO FITZPATRICK



The general manager of WJR, Detroit, piloted his station through its most successful year in 1937. He paid generous dividends on each share of stock, gave 131 employees a 10 per cent bonus in December and made his staff a "happy family," the envy of many a radio station operator.

SAMUEL R. ROSENBAUM



Despite many other business and personal interests, Samuel R. Rosenbaum, the head of WFIL, Philadelphia, took a leading role in bringing the IRNA-AFM situation to a workable status. Came to the front as a very sane and capable chairman of the IRNA special advisory committee who kept the ship on an even keel when the storm was at its worst.

BENEDICT GIMBEL, JR.



Expenditure of $86,000 for a new 320-foot vertical antenna and for a new and enlarged studio plant was made by Benedict Gimbel Jr. for WIP, the Philadelphia station over which he presides as prexy. An amazing jump in sales and listener recognition was also chalked up by Gimbel's WIP the past year.

DR. JAMES R. ANGELL



Dr. James Rowland Angell, ex-president of Yale University, is NBC's educational counselor and has been serving in the post since last fall. Soon after taking over his new assignment, Dr. Angell made a trip to Europe to study educational broadcasts in England, Holland and other countries which do not use the radio solely for propaganda. The famous educator has no "cure-alls" for education by radio, but is spending the greater part of his first year planning NBC's future activities in this highly important phase of radio broadcasting.

DR. LYMAN BRYSON



When CBS formed its Adult Education Board at the turn of the year, Dr. Lyman Bryson was made chairman of the board of 13 prominent figures from the fields of advertising and education. Dr. Bryson is professor of education at Teacher's College, Columbia University, and also a member of the executive committee of the American Ass'n of Education. During the year the board and CBS will cooperate to the end that the first experimental year may be devoted to perfecting the educational techniques which will attract the largest listening audience.

Complete coverage of New England major markets

The populous six states of the North Atlantic seaboard, one of the largest and most active buying regions in the country, have many separate major shopping areas. These areas comprise the huge New England market.

Direct, coordinated contact with these important trading centers, assuring the maximum volume of sales throughout this rich market, can best be obtained through that group of 14 popular local stations operating under the banner of The Yankee Network.

This Network is recognized as a vitally important factor in the commerce of the field it covers. Its proven sales-producing facilities are at your service.

WNAC Boston
WTIC Hartford
WEAN Providence
WTAG Worcester
WICC Bridgeport, New Haven
WNLC New London
WCSH Portland
WLBZ Bangor
WFEA Manchester
WSAR Fall River
WNBH New Bedford
WLLH Lowell, Lawrence
WLNH Laconia
WRDO Augusta

THE YANKEE NETWORK

21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., Inc.
Exclusive National Sales Representatives.

Low Cost coverage of New England key markets

The many large, separate markets lying between southern Connecticut and northern Maine may appear awesome to the sales executive trying to cover New England on a small budget. Yet all of these important trading areas can be covered effectively and *economically.*

The Colonial Network, whose key station is WAAB, Boston, comprises 14 stations, each of which is situated in one of the urban trading centers which together form a huge New England market. No other network offers such comprehensive coverage at such low cost.

Give your program sales-developing impetus and support by using the combined facilities of the following stations:

WAAB Boston
WEAN Providence
WICC Bridgeport, New Haven
WTHT Hartford
WNLC New London
WSAR Fall River
WSPR Springfield
WLBZ Bangor
WFEA Manchester
WNBH New Bedford
WLLH Lowell, Lawrence
WBRY Waterbury
WLNH Laconia
WRDO Augusta

THE COLONIAL NETWORK

21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., Inc.
Exclusive National Representatives



NETWORKS



National

Regional

The 3 – time leader ... twice!

For the second consecutive year, Columbia continues its leadership *in all three major phases* of network advertising:

Columbia, in 1937, carried the greatest dollar-volume of advertising of any network in the history of radio.*

Columbia, in 1937, was the choice of more of the country's leading advertisers than any other network.**

Columbia, in 1937, continued as the world's largest radio network.***

This record, of course, is not Columbia's alone. It was made by the most careful buyers of advertising in the world—who increased their average expenditure for Columbia Network facilities this year over last by 25.9%.

* *And did so last year.*

** *And has been for* four *consecutive years.*

*** *And has been for* five *consecutive years.*

In the detailed record of these CBS *advertisers is the answer to every basic question you can ask about radio advertising:* Does radio sell *slow* turn-over products? Does radio sell *quick* turn-over products? Is the *institutional* campaign effective on the air? Must it be a '*big*' radio program to be successful? The answers to these questions at Columbia are not theoretical or academic. They are written by the advertisers themselves; advertisers who, in a *single* medium, bring everything to the nation—from banking to beans; bread to abrasives; cigars, cigarettes, candy and cars!

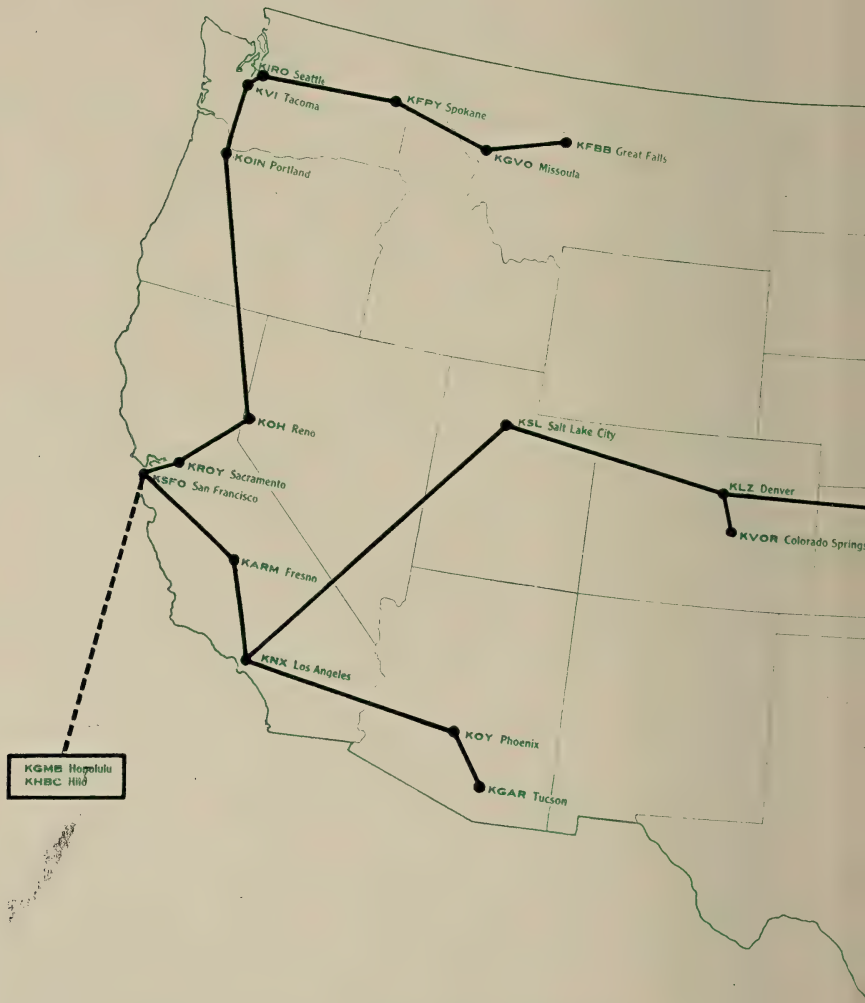
But this record tells less than half the story!

Throughout the year, some 22,475 Columbia programs were broadcast to the nation. Less than half of these were sponsored. The rest were programs '*by Columbia*'—produced by the network in the living and challenging fields of Public Affairs, Education, Serious Music, Religion, Special Events and Sports. These programs round out the schedule of the world's largest network, bringing the world's *voice* home to the nation every day of the year—wherever home may be.

***The* COLUMBIA**
Broadcasting System



COLUMBIA BROAD

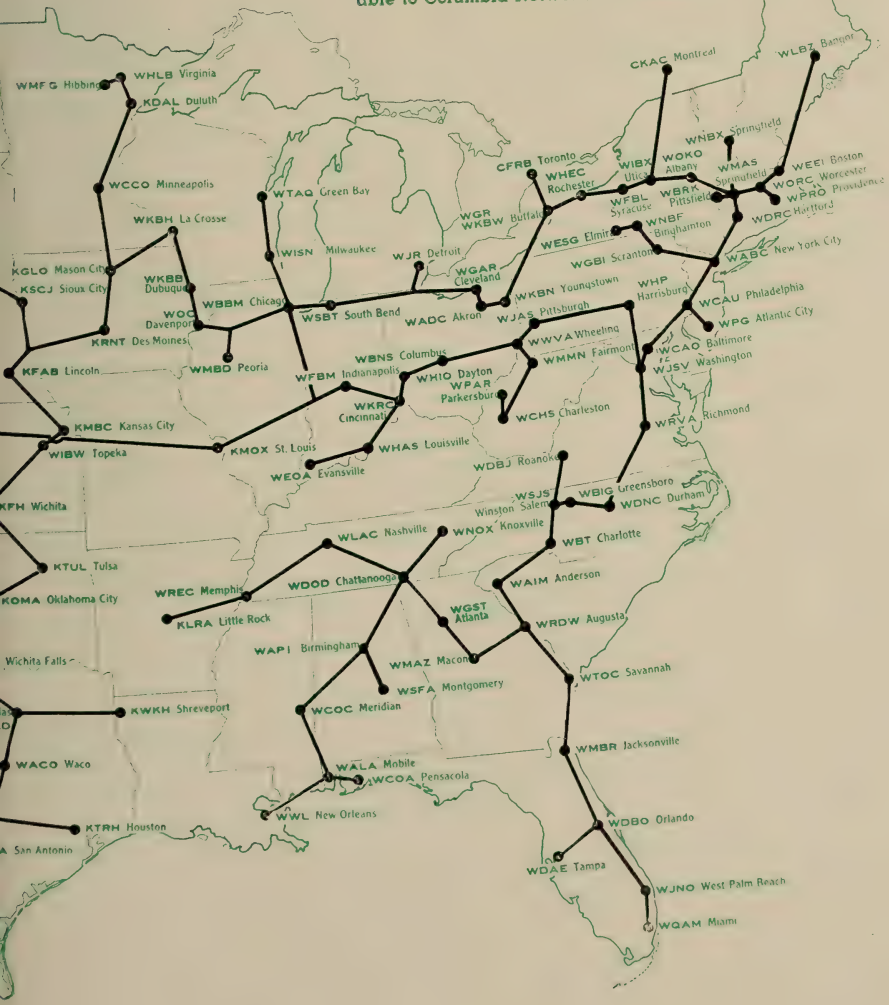


"The World's Largest Radio Network"

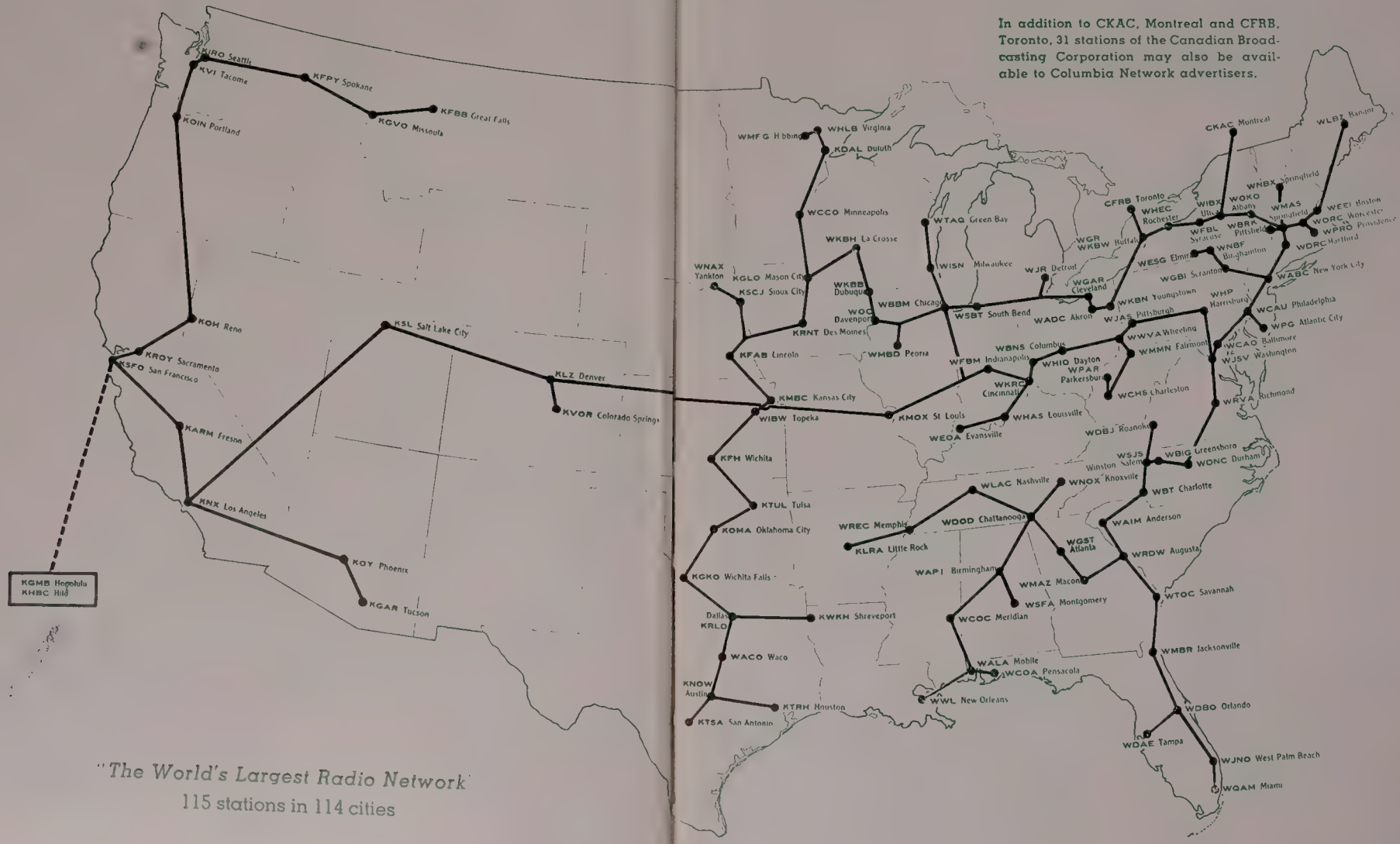
115 stations in 114 cities

ASTING SYSTEM

In addition to CKAC, Montreal and CFRB, Toronto, 31 stations of the Canadian Broadcasting Corporation may also be available to Columbia Network advertisers.



COLUMBIA BROADCASTING SYSTEM



In addition to CKAC, Montreal and CFRB, Toronto, 31 stations of the Canadian Broadcasting Corporation may also be available to Columbia Network advertisers.

"The World's Largest Radio Network"

115 stations in 114 cities

COLUMBIA BROADCASTING SYSTEM

BOARD OF DIRECTORS

William S. Paley
Leon Levy
Jerome H. Louchheim
Samuel Paley
Jacob Paley
Ralph F. Colin
Edward Klauber
Prescott S. Bush
Herbert Bayard Swope
Isaac D. Levy
J. A. W. Iglehart
Dorsay Richardson
Mefford R. Runyon
Paul W. Kesten

OFFICERS

William S. Paley.....President
Edward Klauber.....Executive Vice-President
Paul W. Kesten.....Vice-President (Television and Public Relations)
M. R. Runyon.....Vice-President and Director
Lawrence W. Lowman.....Vice-President in Charge of Operations
H. K. Boice.....Vice-President in Charge of Sales
H. V. Akerberg.....Vice-President in Charge of Station Relations
Sam Pickard.....Vice-President
W. B. Lewis.....Vice-President in Charge of Programs
Frank K. White.....Treasurer
F. A. Willis.....Assistant to the President
Samuel R. Dean.....Assistant Treasurer
James M. Seward.....Assistant Treasurer
Jos. H. Ream.....General Attorney
William C. Gittinger.....Sales Manager

William H. Ensign.....Assistant Sales Manager
B. J. Prockter.....Manager of Sales Service
Victor M. Ratner,
Director of Sales Promotion Department
J. J. Karol.....Director of Research
Frank N. Stanton..Manager of Research Division
J. K. Churchill.....Chief Statistician
John S. Carlile.....Production Manager
J. G. Gude.....Station Relations Manager
Hugh A. Cowham.....Commercial Engineer
Edwin King Cohan,
Director of General Engineering
A. B. Chamberlain.....Chief Engineer
Peter G. Goldmark.....Television Director
Luther Reid.....Acting Director of Publicity
Jos. McElliott..Manager of Photographic Division
Douglas Coulter.Assistant Director of Broadcasts
Gerald Maulsby,
Assistant Director of Program Operations
Max Wylie.....Director of Script Division
Paul W. White,
Director of Public Events & Special Features
Davidson Taylor.....Director of Music Division
Jan Schimek.....Director of Copyright Division
Julius Mattfeld.....Music Librarian
Sterling Fisher.....Director of Radio Talks
Leonard H. Hole...Director of Program Service
Harriet Hess.....Manager of Typing Division
Agnes Law..Manager of Program Reference File
H. I. Rosenthal..Manager Columbia Artists, Inc.
Walter R. Pierson,
Manager of Sound Effects Division
Gilson B. Gray.....Commercial Editor
Jos. H. Burgess, Jr.....Personnel Manager
Albert H. Bryant.....Manager of Mail and Files
John E. Forsander.....Purchasing Agent
C. C. Boydston.....Chief Accountant
Arthur S. Padgett.....Chief Auditor
J. Kelly Smith.....Manager of Radio Sales
A. E. Joscelyn,
Eastern Sales Manager Radio Sales
I. S. Becker,
Business Manager of Columbia Artists, Inc.
G. Stanley McAllister,
Manager of Construction and Building Operations
Henry Grossman,
Eastern Division Operations Engineer

Chicago

H. Leslie Atlass,
Vice-President in Charge of Western Territory
J. L. Van Volkenburg...Assistant to Mr. Atlass
J. J. King.....Assistant to Mr. Atlass
L. F. Erikson.....Western Sales Manager
Harry Mason Smith.....Chicago Sales Manager
Paul S. Wilson...Chicago Radio Sales Manager
Robert N. Brown.....Program Director
J. Oren Weaver.....News Editor
Frank B. Falknor.....Chief Engineer
Frank Rand.....Publicity Director
Wayde Grinstead.....Sales Promotion Manager
Robert Hafter.....Production Manager
J. V. McLoughlin.....Assistant Treasurer
Urban Johnson.....Sound Effects Manager

Washington

Harry C. Butcher,
Vice-President in Charge of CBS Wash. Office
Paul A. Porter.....Attorney
A. D. Willard, Jr.,
Sales Manager and Station Manager WJSV
Frederick A. Long.....Program Director
Clyde Hunt.....Chief Engineer
Ann Gillis.....Publicity Director
Harry R. Crow.....Assistant Treasurer

Cincinnati

John McCormick.....Manager of Station WKRC
Wm. J. Williamson,
Sales Manager of Station WKRC
Ruth Reeves Lyons.....Program Director
Frank Dieringer.....Chief Engineer
Margaret Maloney.....Publicity Director

Charlotte

William A. Schudt, Jr..Manager of Station WBT
Royal E. Penny..Sales Manager of Station WBT
Chas. H. Crutchfield.....Program Director
James Beloungy.....Chief Engineer
Sam Justice.....Publicity Director
Robert W. Carpenter.....Accountant

Minneapolis

Earl H. Gammons...Manager of Station WCCO
K. W. Husted,
Sales Manager and Assistant Station Manager
Carl Burkland.....Assistant Sales Manager
Hayle C. Cavanor.....Program Director
Alvin B. Sheehan....Manager of Artists Bureau
H. S. McCartney.....Chief Engineer
Max K. Schiffman.....Production Manager
Ruth M. Brinley.....Accountant
K. C. Titus.....Office Manager

St. Louis

Merle S. Jones.....Manager of Station KMOX
K. W. Church.....Sales Manager
C. G. Renier.....Program Director
G. L. Tevis.....Chief Engineer
Jerry Hoekstra.....Publicity Director
James S. Johnson.....Sales Promotion Director
R. S. Gillingham.....Accountant

Hollywood

D. W. Thornburgh,
Vice-President in Charge of CBS Pacific Office and Manager of KNX
John M. Dolph.....Assistant to Vice-President
Harry W. Witt.....Sales Manager, Los Angeles
Henry M. Jackson..Sales Manager, San Francisco
Charles Vanda.....Program Director
Russ Johnston.....Continuity Chief
Fox Chase.....Director of Special Events
Foster Goss.....News Editor
Lester Bowman,
Western Division Operations Engineer
Edwin H. Buckalew,
Director of Sales Promotion, Los Angeles
Edith S. Todesca.....Production Manager
Alan Cormack.....Traffic Manager
Alfred Span.....Sound Effects Manager
C. A. Carlson.....Accountant

Boston

Harold E. Fellows...Manager of Station WEEI
Lewis S. Whitcomb,
Publicity Director and Assistant Station Mgr.
H. Roy Marks.....Sales Manager
Arthur F. Edes.....Program Director
Philip K. Baldwin.....Chief Engineer
George R. Dunham, Jr.,
Director of Sales Promotion
Lloyd G. del Castillo,
Chief of Production and Musical Director
John J. Murray.....Accountant

Detroit

Webster H. Taylor.....Sales Manager
Herbert A. Carlborg.....Radio Sales Manager

London

E. R. Murrow.....European Director

Vienna

William L. Shirer,
Central European Representative

PROGRAM POLICIES OF THE COLUMBIA BROADCASTING SYSTEM

A Statement to the Public, to Advertisers And to Advertising Agencies

As radio broadcasting expands its audience and augments its influence, there devolves upon the broadcaster and the program sponsor an ever greater responsibility.

Similarly, as radio continues to become a more intimate force in the lives of people, they tend to be more sensitive to broadcasting they like and to broadcasting they do not like. It is incumbent upon the broadcaster constantly to examine general policy so as to assure steady progress in building and holding radio's audience. Such watchfulness serves the interests of the audience, of the advertiser, and of the broadcasting companies alike.

The Columbia Broadcasting System has given particular consideration to recent trends in two general types of commercial program: those which are designed for children, and those involving unpleasant discussions of bodily functions, bodily symptoms, or other matters which similarly infringe on good taste. In addition, as a result of expressed public interest, careful study has been given to the amount of time that should be used by sponsors for their advertising messages.

CHILDREN'S PROGRAMS

Wide variations in viewpoint exist among parents as to programs which they regard as suitable for their children to hear, and similar differences exist between parents and children. The same divergence of opinion is frequently found among authorities.

Commercial sponsors of broadcasts addressed to children are devoting great effort and much money to creating programs that merit the approval both of child and parent. It is also true that there have been instances of poor judgment and careless execution. To eliminate such faults would be gratifying to all those who feel a deep responsibility for the rearing and education of impressionable youth.

The Columbia Broadcasting System has no thought of setting itself up as an arbiter of what is proper for children to hear; but it does have an editorial responsibility to the community, in the interpretation of public wish and sentiment, which cannot be waived.

In accordance with this responsibility we list some specific themes and dramatic treatments which are not to be permitted in broadcasts for children.

The exalting, as modern heroes, of gangsters, criminals and racketeers will not be allowed.

Disrespect for either parental or other proper authority must not be glorified or encouraged.

Cruelty, greed, and selfishness must not be presented as worthy motivations.

Programs that arouse harmful nervous reactions in the child must not be presented.

Conceit, smugness, or an unwarranted sense of superiority over others less fortunate may not be presented as laudable.

Recklessness and abandon must not be falsely identified with a healthy spirit of adventure.

Unfair exploitation of others for personal gain must not be made praiseworthy.

Dishonesty and deceit are not to be made appealing or attractive to the child.

We realize that distinctions in aesthetic values and feeling which may be wholly obvious between two given treatments of dramatic material cannot

always be easily specified in words. Thus, for instance, it is not easy to capture in definition the fine distinctions between the pure fantasy which comprises some of the world's greatest literature for children, and the fantastic distortion of realities which is unsuitable for a youthful audience. None the less, the differences between these forms of entertainment become rather obvious when the two are compared side by side.

A program for children of elementary school age should offer entertainment of a moral character in the widest social sense. It should not obtain its entertainment value at the cost of distorting ethical and social relationships in a manner prejudicial to sound character development and emotional welfare.

In general, it is worth noting that the literature for children which continues to find their favor through many generations offers heroes worthy of the child's ready impulse to hero worship, and of his imitative urge to pattern himself after the hero model. Such literature, whether created 100 years ago or written today, succeeds in inspiring the child to socially useful and laudable ideals such as generosity, industry, kindness and respect for authority; it opens doors into wide worlds that may be reality or fantasy, but are in neither event ugly or repellent in aspect; it serves, in effect, as a useful adjunct to that education which the growing and impressionable child is absorbing during every moment of its waking day.

It is our hope and purpose to stimulate the creation of a better standard in children's programs than has yet been achieved.

ADVERTISING WHICH DISCUSSES INTERNAL BODILY FUNCTIONS, SYMPTOMS, ETC.

The Columbia Broadcasting System has concluded, after serious consideration, to permit no broadcasting for any product which describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters which are generally not considered acceptable topics in social groups.

This policy will specifically exclude from the Columbia Network not only all advertising of laxatives as such, but the advertising of any laxative properties in any other product. It will further exclude the discussion of depilatories, deodorants, and other broadcasting which, by its nature, presents questions of good taste in connection with radio listening.

Many programs containing such advertising in the past have offered entertainment of great merit, judged by the strictest standards.

On the other hand, many people prefer not to hear such advertising over the radio, regardless of the excellence of the program. The reason for this viewpoint is obvious: radio broadcasting is heard by mixed and assorted groups of all kinds, in the home, in restaurants, and in public meeting places. In certain groups a listener may find it distasteful to hear a discussion of some subject which under other circumstances he finds wholly fitting and proper.

Similarly, we realize that the personal and often intimate quality of the human voice, radio's medium of presenting its sponsors' messages, forbids discussing subjects on the air in a manner which might be wholly acceptable when read in type.

COMMERCIAL ANNOUNCEMENTS

In the last several years advertisers and agencies have themselves been responsible, in many instances, for the discovery that brief and skillful handling of the commercial announcement—rather than obviously excessive and insistent sales talk—creates effective response and universal commendation and good will.

The Columbia Broadcasting System recognizes, with many advertisers and with the public, the desirability of avoiding advertising announcements that are too lengthy or too frequent.

As a result, numerous advertisers have condensed their sales announce-

ments to a marked extent, to their own satisfaction and the demonstrated approval of the listening audience.

EVENING PROGRAMS

A maximum of 10 per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after 6:00 P.M. This applies to all full-hour programs, three-quarter hour programs, and half-hour programs. A single exception to the 10 per cent ratio will be made on quarter-hour programs, on which an additional allowance not to exceed 40 seconds will be made in recognition of the fact that the short program necessarily requires as much time as the longer one for routine identification announcements.

The following table shows, in minutes and seconds, the maximum amount of commercial talk which will be permitted, under these limits, on programs of various lengths broadcast after 6:00 P.M.:

Full-hour programs:
All commercial announcements not to total more than
6 minutes

Three-quarter hour programs:
All commercial announcements not to total more than
4 minutes 30 seconds

Half-hour programs:
All commercial announcements not to total more than
3 minutes

Quarter-hour programs:
All commercial announcements not to total more than
2 minutes 10 seconds

Unpleasantly rapid delivery of the sales message, to effect a crowding of excessive material into the period allowed for the commercial announcement, will not be permitted.

DAYTIME PROGRAMS

The Columbia Broadcasting System has decided on a lesser curtailment of the amount of advertising in daytime programs for a number of reasons. Programs broadcast during the morning and afternoon hours serve vast numbers of women as a medium of useful information. Many of these programs are educative in both cultural and practical fields. Many of them offer valuable help in solving household economic problems, discussion of which requires more detailed statement of the sponsor's service or product. To deprive the daytime listener of such discussion would subtract from the broad usefulness of radio broadcasting.

Sponsored programs in the daytime will accordingly be allowed a maximum of 15 per cent of the total broadcast period for commercial announcements, with an additional 40 seconds on the quarter-hour program.

PUBLIC ACCEPTANCE

We are satisfied that the best thought of many leading advertisers as well as of the broadcasting industry is reflected in these policies. They set higher standards than broadcasting has attempted before.

We have adopted them after years of experience and careful consideration of every aspect of the problems involved. For these new policies, we ask the full cooperation of the public, the advertiser and the broadcasting industry.

BASIC ADVERTISING POLICIES

The three important new policies set forth in the foregoing statement represent an extension of basic Columbia policies with which advertisers and advertising agencies have long been familiar, and which have served to maintain commercial broadcasting on the Columbia Network on a high ethical plane. These basic points of policy, most of which have been in effect since the inception of the Columbia Network, are here re-stated:

1. No false or unwarranted claims for any product or service.
2. No infringements of another advertiser's rights through plagiarism or unfair imitation of either program idea or copy.

3. No disparagement of competitors or competitive goods.
4. No lottery or "drawing contest." No contest of any kind in which the public is unfairly treated.
5. No programs or announcements that are slanderous, obscene, or profane, either in theme or in treatment.
6. No ambiguous statements that may be misleading to the listening audience.
7. Not more than two price mentions on a 15-minute program. Not more than three price mentions on a half-hour program. Not more than five price mentions on a full-hour program.
8. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interests of the public, the Columbia Broadcasting System, or honest advertising and reputable business in general.
9. No appeals for funds.
10. No testimonials which cannot be authenticated.
11. No continuity which describes repellently any internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups.
12. No use of broadcasting time except for direct or indirect advertising of goods or services.
13. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interests of the public, the System and/or its affiliated stations, or honest advertising and reputable business in general.

The System may waive any of the foregoing regulations in specific instances if, in its opinion, good broadcasting in the public interest is served.

In any case where questions of policy or interpretation arise, the Agency should submit the same to the System for decision before making any commitments in connection therewith.

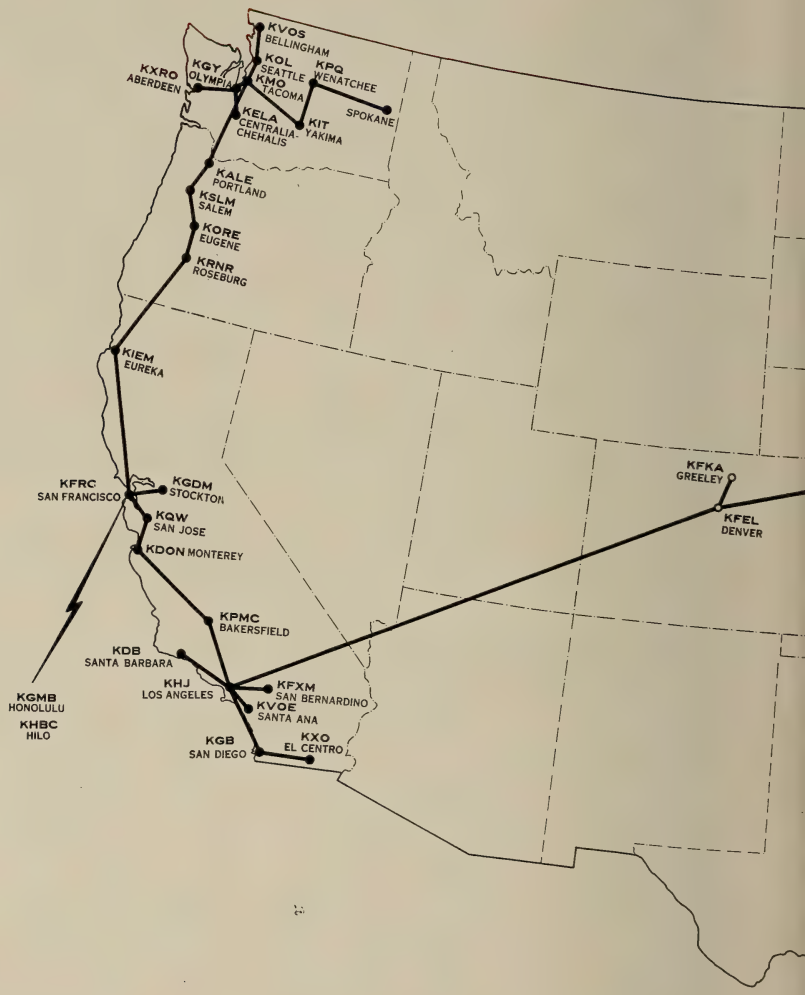
Stations Owned and Operated, or Leased by the

COLUMBIA BROADCASTING SYSTEM

WABC	New York	Owned and operated by CBS.
WBBM	Chicago	Owned and operated by CBS.
WBT	Charlotte, N. C.	Owned and operated by CBS.
WCCO	Minneapolis	Owned and operated by CBS.
WJSV	Washington	Owned and operated by CBS.
WKRC	Cincinnati	Owned and operated by CBS.
KMOX	St. Louis	Owned and operated by CBS.
KNX	Los Angeles	Owned and operated by CBS.
WEEI	Boston	Owned by Edison Illuminating Co. Leased and managed by CBS.

CBS also has an FCC application pending to lease KSFO, San Francisco.

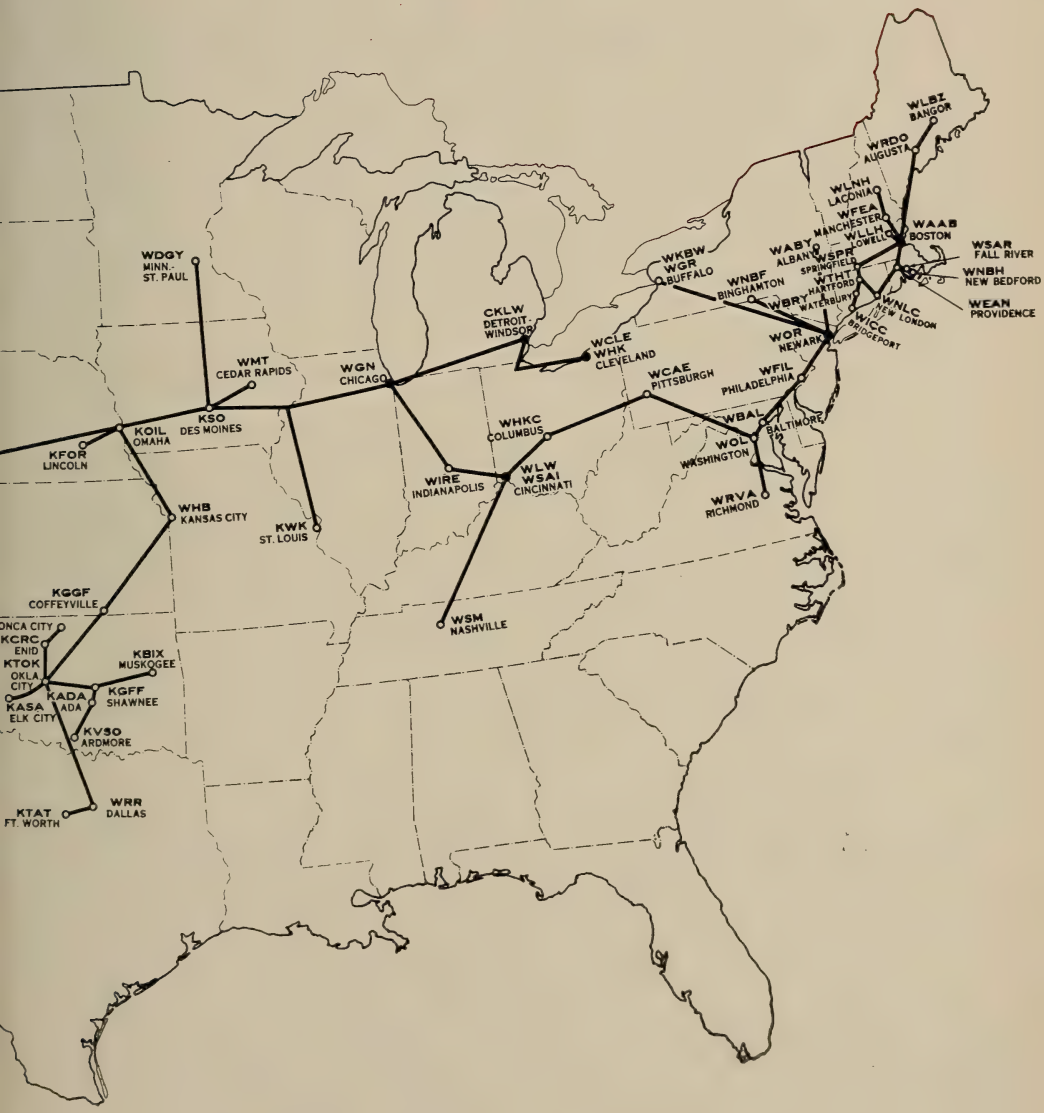
MUTUAL BROAD



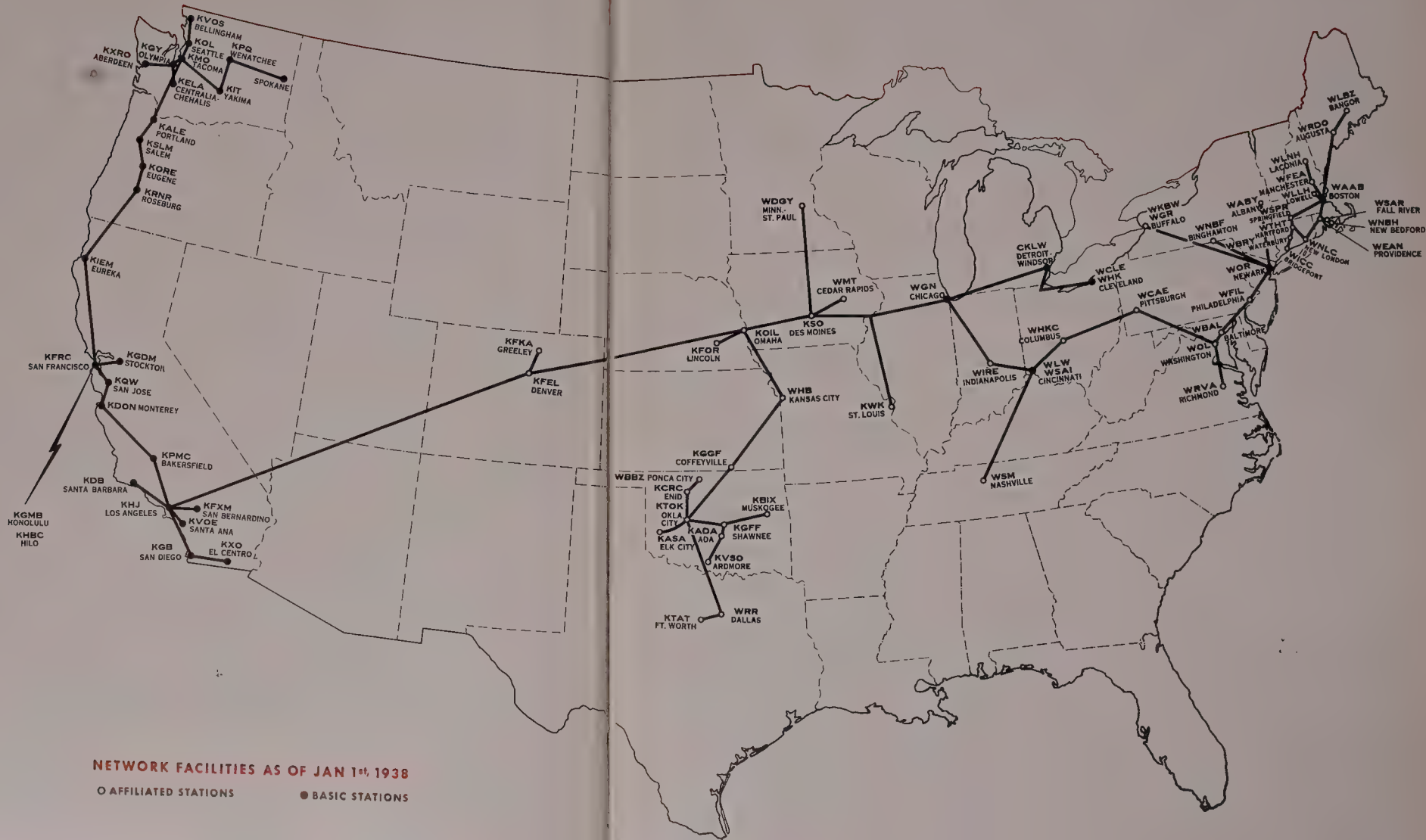
NETWORK FACILITIES AS OF JAN 1st, 1938

○ AFFILIATED STATIONS ● BASIC STATIONS

CASTING SYSTEM



MUTUAL BROADCASTING SYSTEM



NETWORK FACILITIES AS OF JAN 1st 1938

O AFFILIATED STATIONS ● BASIC STATIONS

The Third Market in the West

Interior California's millions in retail sales can be successfully reached by radio only through the use of the McClatchy Broadcasting Company stations. Available as part of the National Broadcasting Company Red or Blue Networks, and the California Radio System.

Mc Clatchy Broadcasting Company

Sacramento, Calif.

KFBK	KMJ	KERN	KWG
Sacramento	Fresno	Bakersfield	Stockton
10,000 watts	1,000 watts	100 watts	100 watts

The California Radio System

MUTUAL BROADCASTING SYSTEM

OFFICERS

Chairman of Board of Directors, Alfred J. McCosker
President.....W. E. Macfarlane
Vice-President.....Theodore C. Streibert
Executive Secretary.....E. M. Antrim
Treasurer.....E. M. Antrim
General Manager.....Fred Weber
Auditor.....Miles E. Lamphiear
Legal Advisor.....Keith Masters
Publicity Coordinator.....Lester Gottlieb
Program Coordinator.....Adolph Opfinger
Traffic Manager.....Andrew Poole
Sales Promotion Manager.....Robert A. Schmid
London and European Representative, John S. Steele

OFFICES

Administrative Office...Chicago, Tribune Tower

Branch Offices

New York.....1440 Broadway
Detroit.....Union Guardian Bldg.
Cincinnati.....Union Central Life Bldg.
Boston.....21 Brookline Ave.
Cleveland.....Terminal Tower
Los Angeles.....Don Lee Bldg.
England.....Coulsdon, Surrey

Policies and Facilities for Origination and Production

Programs

The Program Building Services of Individual Mutual Stations are made available to Mutual advertisers—either as sources of program ideas, as planners and producers of complete radio features, or in an advisory capacity.

Originations

Origination of programs in New York, Cincinnati, Chicago, Cleveland, Detroit, Boston, Hollywood, Los Angeles and San Francisco without wire charge. Nominal line cost for commercial programs originating from other Mutual stations.

The Mutual-WOR Playhouse in New York, the newly constructed WGN Studio No. 1 in Chicago and the Mutual-Don Lee Playhouse (in the Ambassador Theater) Los Angeles, are provided as accommodations for advertisers desiring studio audiences.

Restrictions and Regulations

Accounts must be acceptable both to the Mutual originating station as well as to individual Mutual stations as respects content, length of commercial, type of product advertised.

Publicity and Public Relations

Mutual offers close contact with news media through the publicity departments of both Mutual and Mutual stations.

Sales Promotion and Research Department

Coverage and market data relevant to the network advertising campaign as well as comprehensive information and suggestions for its exploitation.

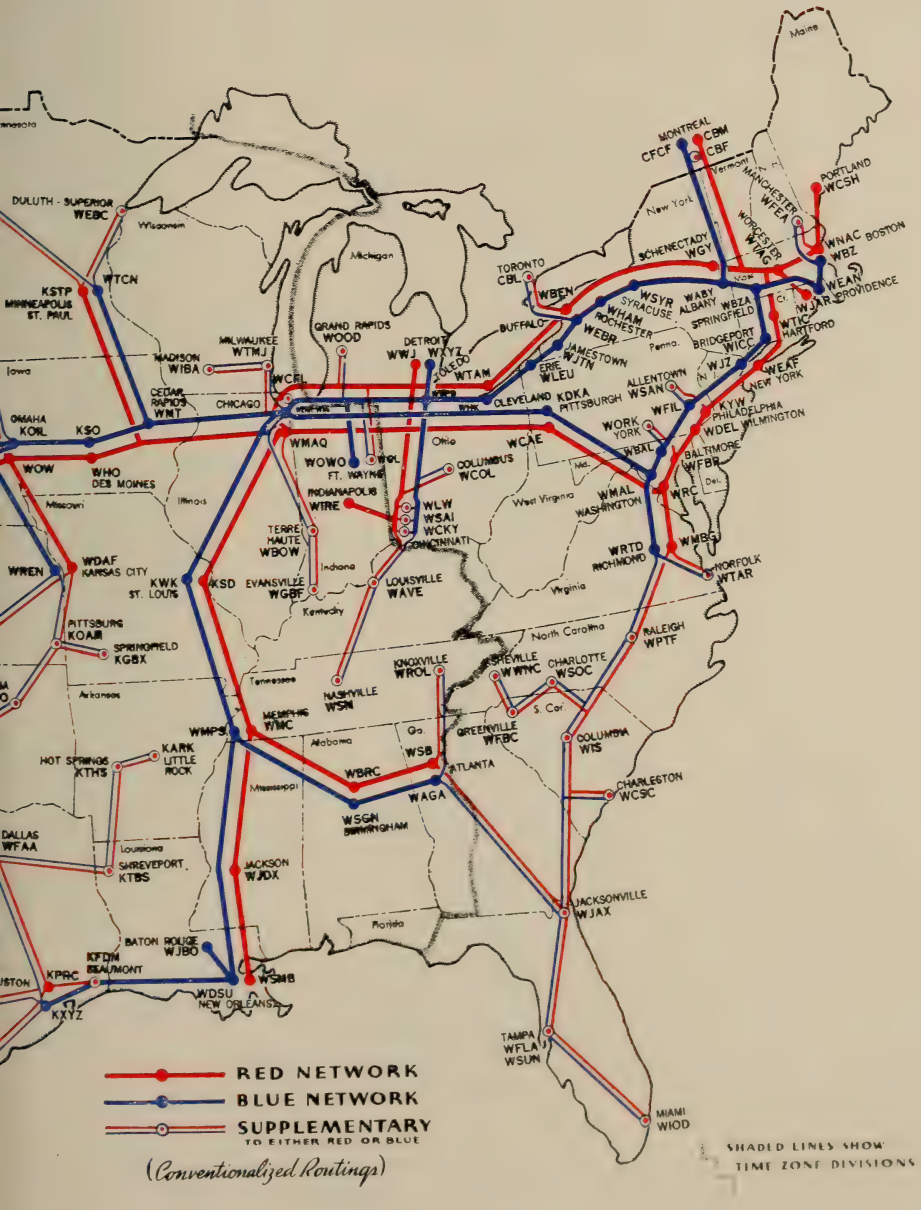
NATIONAL BROAD



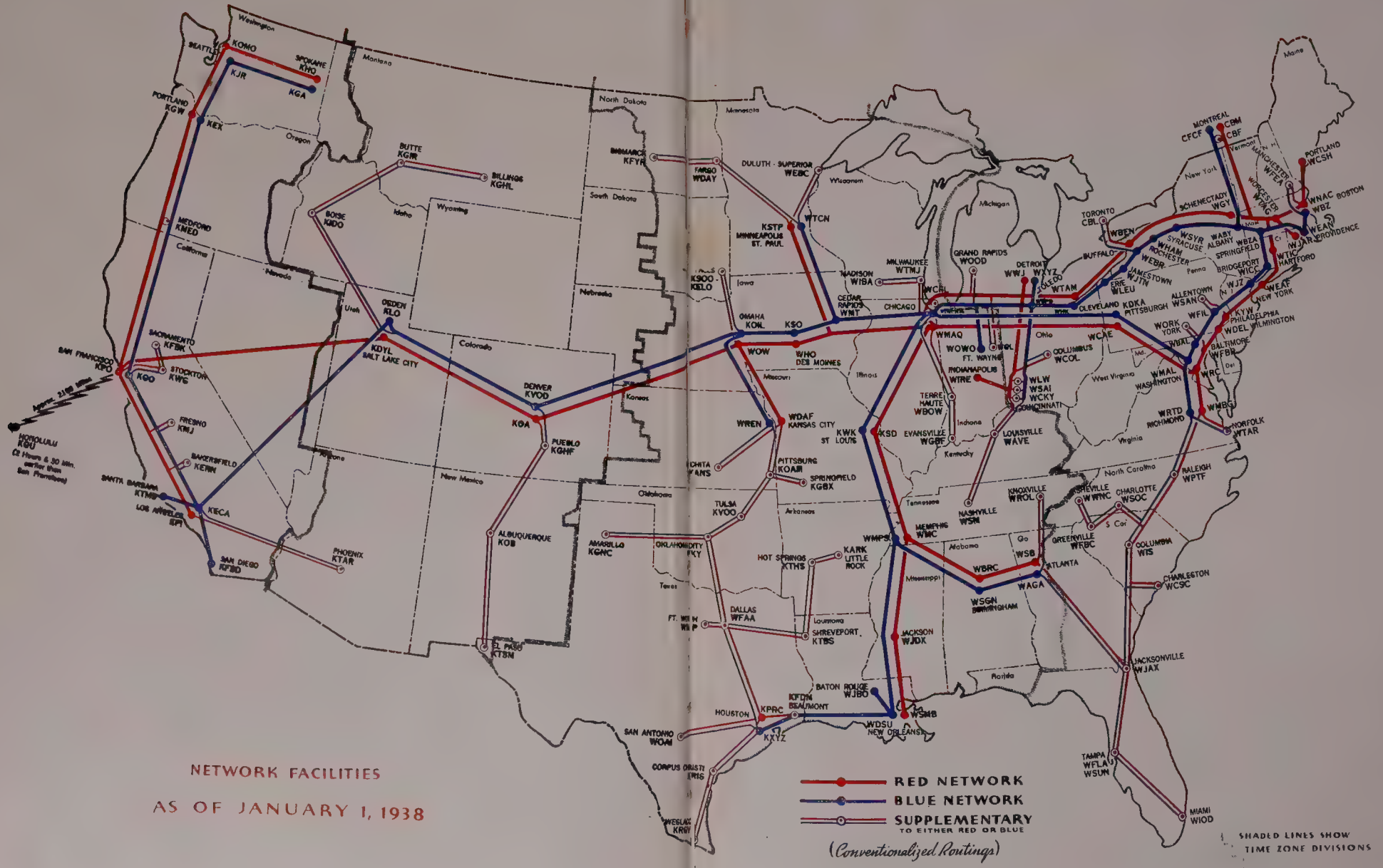
NETWORK FACILITIES

AS OF JANUARY 1, 1938

ASTING COMPANY



NATIONAL BROADCASTING COMPANY



NETWORK FACILITIES

AS OF JANUARY 1, 1938

NBC *is*

"Broadcasting Headquarters"

Take PROGRAMS . . . NBC's Red and Blue Networks sent out over 54,000 programs during 1937. 35 hours a day of the world's most popular programs, available to 24,500,000 radio families.

Take STATIONS . . . 143 affiliated stations now broadcast Blue and Red Network programs. Ten NBC associated short-wave stations make NBC the leader in international broadcasts.

Take BUILDING of PROGRAMS . . . For eleven years, NBC has set the style in programs. These "Famous Firsts" have since become radio patterns.

Take SPOT and LOCAL ADVERTISING . . . NBC's Managed Stations are, everywhere, "Tops in Spot!" Super-power transmitters cover broad territories. *Fifteen fine stations in ten key markets.*



Take TRANSCRIPTIONS . . . NBC Recorded Program Service offers complete facilities for the creation, casting, production and recording of programs for National Spot and Local Advertising. NBC Thesaurus is used by more than *220 station subscribers!*

Take ARTISTS . . . NBC Artists Service is the largest talent sales organization in the world. To radio advertisers and their agencies, it offers not only specific talent to answer advertisers' sales problems, but sound program ideas as well, and complete casts.

NBC — in times of public necessity, as well as daily convenience — carries one ideal above all others, that the listener be served!

For these convincing reasons, NBC is known wherever radio is known as

"BROADCASTING HEADQUARTERS"

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

NATIONAL BROADCASTING COMPANY

BOARD OF DIRECTORS

Angell, Dr. James Rowland
Bliss, Cornelius N.
Braun, Arthur E.
Dawes, Gen. Charles G.
Dunn, Gano
Harbord, James G.
Harden, Edward W.
Lohr, Lenox R.
Milhauser, DeWitt
Nally, Edward J.
Sarnoff, David
Sheffield, James R.
Throckmorton, George K.

Officers

Sarnoff, David.....Chairman of the Board
Lohr, Lenox B.....President
Ashby, A. L...Vice-President & General Counsel
Engles, George .....Vice-President
Gilman, Don E. .....Vice-President
Hanson, O. B.....Vice-President
Hedges, William S.....Vice-President
Mason, Frank E.....Vice-President
Royal, John F.....Vice-President
Russell, Frank M.....Vice-President
Trammell, Niles .....Vice-President
Witmer, Roy C.....Vice-President
Woods, Mark.....Vice-President & Treasurer
Teichner, R. J.....Assistant Treasurer
MacConnach, Lewis .....Secretary
Woods, Mark .....Assistant Secretary
Pfautz, C. E.....Assistant Secretary

DEPARTMENTS AND DIVISIONS

President's Office

Lohr, Lenox R.....President
Almonte, J. de Jara.....Assistant to President
Angell, James Rowland...Educational Counselor
Farrier, Clarence.....Television Coordinator
Mason, Frank E.,
Vice-President and Assistant to President
McGrew, Martha.....Assistant to President

Artists Service Department

Engles, George,
Vice-President & Managing Director
Bottorff, O. O.,
Vice-President of Civic Concert Service, Inc. (subsidiary of NBC)
King, Frances Rockefeller,
Manager of NBC Private Entertainment
Levine, Marks.....Manager of Concert Division
Tuthill, Daniel S....Assistant Managing Director

Continuity Acceptance

MacRorie, Janet .....Editor

Electrical Transcription Department

Egner, C. Lloyd.....Manager
Chizzini, Frank E.....Assistant Manager
Thomas, Reginald.....Program Director

Engineering Department

Hanson, O. B.,
Vice-President in Charge of Engineering
Gilcher, V. J.....Manager of Technical Service
Guy, R. F.....Radio Facilities Engineer
McElrath, George.....Operating Engineer
Milne, George O.....Eastern Division Engineer
Morris, Robert M.....Development Engineer
Rackey, C. A.....Audio Facilities Engineer

General Service Department

Preston, Walter G., Jr....Head, General Service
Lowell, Edward M.,
Manager Office Services Division and Asst. Dept. Head
Neubeck, William,
Manager, Building Maintenance Division
Thurman, Charles H.,
Manager, Guest Relations Division
Van Houten, D. B.....Manager, Staff Division
Wallace, Dwight G.....Personnel Manager

Legal Department

Ashby, A. L...Vice-President & General Counsel
Grimshaw, I. L.....Attorney
Hennessey, P. J., Jr.....Attorney—Washington
Ladner, Henry .....Attorney
Leuschner, Frederick .....Attorney—Hollywood
McDonald, J. A.....Attorney—Chicago
Myers, R. P. .....Attorney
Prime, E. G.....Attorney

Operated Stations Department

Morton, A. H.....Manager
Wailes, Lee B.....Assistant to Manager

Program Department

Royal, John F.,
Vice-President in Charge of Programs
Belviso, Thomas H.....Manager, Music Division
Black, Frank.....General Music Director
Brainard, Bertha,
Manager, Commercial Program Division
Carlin, Phillips,
Manager, Sustaining Program Division
Cuthbert, Margaret,
Director, Women's Program Division
Dillon, Gale..Superv. N. Y. Sound-Effects Section
Dunham, Franklin.....Educational Director
Fitch, C. W.....Business Manager
Hutchinson, Thomas H.,
Manager, Television Program Division

Kelly, Patrick ...Supervisor, Announcing Division
Kelly, N. Ray,
Mgr. Sound Effects Div. and Maintenance
La Prade, Ernest.....Director, Music Research
Meservey, Douglas W.
Miller, William Burke.Evening Program Manager
Rainey, William S...Production Division Manager
Schechter, A. A..Head of News & Special Events
Titterton, Lewis H.....Manager, Script Division
Wing, Paul.....Director, Children's Programs

Publicity Department

Morgan, Clay.....Director of Promotion
Randall, Wayne L.....Director of Publicity
Babb, J. Vance,
Manager, Press Inform. & Service Division
James, E. P. H.,
Manager, Advertising & Sales Promotion

Relations With Stations Department

Hedges, William S.,
Vice-Pres. in Charge of Station Relations
Kiggins, Keith,
Manager, Station Relations Division
McClancy, B. F.....Manager, Traffic Division

Research and Development

Horn, C. W.....Director

Sales Department

Witmer, Roy C.,
Vice-President in Charge of Sales
Boyd, Maurice M.....Manager, National Spot
Sales Division of the Eastern Sales Dept.
Dyke, Ken R.....Eastern Sales Manager
Greene, F. Melville.....Sales Traffic Manager
McConnell, James V.,
Assistant to Sales Vice-President
Showerman, Irving Edward,
Assistant Sales Manager, Eastern Division
Van der Linde, Victor....General Sales Counsel

Treasury Department

Woods, Mark,
Vice-President, Treasurer & Asst. Secretary
Beville, H. M., Jr.....Chief Statistician
Bloxham, William D.....Purchasing Agent
Kelly, Harold M.....Asst. Auditor
MacDonald, John H.....Budget Director
McKeon, Harry F.....Auditor
Payne, Glenn W.....Commercial Engineer
Teichner, R. J.....Assistant Treasurer
Wall, C. A.....Assistant to Treasurer

Central Division—Chicago

Trammell, Niles,
Vice-President in Charge of Central Div.
Stations WMAQ and WENR
Carpenter, Kenneth,
Sales Manager, Central Division
Kaney, A. W.....Assistant to Vice-President
Luttgens, Howard C...Central Division Engineer
McDonald, J. A.....Attorney
Menser, Clarence L.....Production Manager
Ray, William B.....Manager, Press Division
Robb, Alex S.....Manager, Artists Service
Stockmar, Edward.....Traffic Supervisor
Strotz, Sidney.Program Manager, Central Division
Whalley, John F.....Office Manager

Western Division—Hollywood

Gilman, John E.,
Vice-Pres. in Charge of Western Division
Bock, Harold.....Manager of Press Division
Dellett, F. V.....Auditor, Western Division
DeWolf, Donald A.....Engineer in Charge
Dixon, Sydney L.,
Sales Manager, Western Division
Frost, Lewis.....Assistant to Vice-President
Harshbarger, Dema Elaine.....Artists Service
Leuschner, Frederick .....Attorney
Saxton, A. H.....Western Division Engineer
Swallow, John,
Program Manager, Western Division

Western Division—San Francisco

Yoder, Lloyd,
Manager, San Francisco Office, Stations KPO and KGO
Carney, Kenneth B.....Program Manager
Dorais, S. P.....Auditor
Gale, Paul B.....Traffic Supervisor
Peck, Curtis D.....Engineer in Charge
Samuel, Milton.....Manager of Press Division

Washington, D. C.

Russell, Frank M.....Vice-President in Charge
Berkeley, Kenneth H.,
General Manager WRC and WMAL
Hennessey, P. J., Jr.....Attorney
Johnson, Albert E.....Engineer in Charge

Foreign Representatives

England

Bate, Fred

Switzerland

Jordan, Max

Station Managers

PITTSBURGH, PA.
Nelson, A. E., Manager, Station KDKA
DENVER, COLO.
Owen, R. H., Manager, Station KOA
BOSTON AND SPRINGFIELD, MASS.
Holman, John A., Manager, Stations WBZ-WBZA
SCHENECTADY, N. Y.
Hager, Kolin, Manager, Station WGY
WASHINGTON, D. C.
Berkeley, Kenneth H., Manager Stations WRC-WMAL
CLEVELAND, OHIO
Pribble, Vernon H., Manager, Station WTAM
PHILADELPHIA, PA.
Joy, Leslie W., Manager, Station KYW

PROGRAM POLICIES OF THE NATIONAL BROADCASTING COMPANY

A statement of principles and requirements governing NBC broadcast programs, to serve as a means of maintaining the value and effectiveness of broadcast advertising.

These Program Policies are the outcome of the experience gained in nearly ten years of NBC network operation. They were first circulated in printed form to advertisers and advertising agencies in January, 1934. The present edition contains such revisions as have since been made necessary by changed conditions.

PRINCIPLES

With the ever widening effect of radio on the thinking of men and women, with the increasing influence that it exerts in forming the thoughts of their children, comes the responsibility, upon broadcasting station and advertiser alike, of broadcasting programs so high in merit and integrity that belief in radio and in the radio message will be instilled deeply in the public mind.

Broadcast advertising derives its value from listeners' enjoyment of programs and their confidence in the statements made by advertisers. Anything which mars their enjoyment or impairs their confidence, not only reacts unfavorably on all broadcasting, but weakens it as a sales promotion vehicle as well.

Radio stations are required by law to serve public interest, convenience, and necessity. Public interest has been held by the courts to mean service to the listeners or, in other words, "good programs." However, our standards are not based upon requirements of law, alone.

The primary responsibility for protecting the public interest rests upon the broadcasters who in turn look to the advertisers for their recognition of this duty and for their cooperation in fulfilling it. This statement, therefore, aims to define, in the light of experience, proper standards of program quality, good taste and integrity, to be set up and enforced by the cooperative effort of the National Broadcasting Company, its advertisers and their agencies. These standards grow out of the special characteristics of the medium itself, as contrasted with other mediums:

In broadcast advertising, the advertiser or his representative speaks directly and personally to his listeners. For the period of his program, he is a guest in their homes, a member of the intimate fireside circle.

The homes which he thus enters are of all types. The broadcast audience includes the farm family, the small-town family, the city family; it comprises practically all members of the family, sometimes singly, sometimes as a group. It embraces persons of all beliefs and creeds.

These two characteristics—the intimate, personal nature of broadcasting and the wide range and joint listening of its audience — primarily determine what properly may be put on the air. The listener, at his receiving set, can exercise no control over the program itself, but he is in a position to accept or reject it. Depending upon the nature of the program, it is necessary, therefore, that programs be so planned as to have the broadest possible appeal.

For example, the broadcast program should provide entertainment or agreeable instruction to most listeners. Its primary appeal should be to the listener's interest. Unpleasant or gruesome

statements must be avoided as these may offend a large portion of the listening audience.

Courtesy and good taste should govern the manner in which announcements are made. The most effective method of delivery of an announcement is restrained and persuasive. An aggressive, unduly emphatic manner may be objectionable to a large part of the radio audience.

Since the listener's primary interest is in entertainment or instruction, the advertising message should be in harmony with the rest of the program, should contain information of interest to the public, and should be prepared and delivered with brevity and effectiveness.

Controversial subjects are not good material for commercial programs and their introduction must be avoided.

Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry must be avoided. Protection against libel and slander is as essential for the advertiser and his agency as for the National Broadcasting Company.

Tiresome repetition or too much detail should be avoided. For instance, the advertiser's street address and the like should not be reiterated to the point of annoyance to the listening public. The most productive way to obtain direct responses is to have replies sent to the broadcasting station or network.

Offers made to the radio audience should be simple and easy to grasp quickly. Involved and prolonged descriptions defeat their purpose by confusing the public and driving listeners away.

When contests are conducted by the advertiser, decisions should be made promptly and the names of winners must be announced as soon as possible thereafter. The announcement, whenever possible, should be made during a later program of the same series. When the making of the complete announcement is undesirable because of its length, NBC should be supplied with the names of winners and other necessary information so that it may be in a position to answer inquiries which it receives.

Each program should be individual and distinctive and should not resemble too closely an adjoining program on the same network. The entire day's broadcasting must be balanced to furnish variety of entertainment and instruction to listeners. Especially, the advertiser and the network should cooperate to prevent repetition of the same musical numbers in programs occupying nearby periods.

REQUIREMENTS

1.

The use of the Deity's name is acceptable only when used reverently or as part of a standard classic work.

2.

Statements or suggestions which are offensive to religious views, racial traits, and the like, must be avoided.

3.

False or questionable statements and all other forms of misrepresentation must be eliminated.

4.

Obscene and off-color songs or jokes, oaths, sacrilegious expressions, and all other language of doubtful propriety must be eliminated.

5.

Testimonials must reflect the genuine experience or opinion of a competent witness.

Dramatized commercials, when involving statements by doctors, dentists, druggists, nurses or other professional persons must be read by living members of these professions reciting actual experiences, or explanation must be clearly made by the announcer that the scenes enacted are fictitious.

When a living character is impersonated, announcement must be made at least once in the program that impersonation was made.

6.

Statements of prices and values must be confined to specific facts. Mislead-

ing price claims or comparisons must not be used.

7.

The National Broadcasting Company cannot act as a distributor for the merchandise of its customers.

8.

As a safeguard against misuse of broadcast facilities for unfair competition, commercial programs shall not refer to any competitor, or his products, directly or indirectly, by company name, by individual name, or by brand name—regardless of whether such reference is derogatory or laudatory.

PROGRAM PROCEDURE

To secure observance of the requirements set forth in Part 2, the following procedure has been adouted in the interests of advertisers, as well as of the National Broadcasting Company and its associated stations, and will be enforced to serve the public interest.

1.

All continuities, including the words of all spoken lines as well as the wording of commercial announcements, must be submitted to the National Broadcasting Company at least forty-eight hours in advance of broadcast, except when the nature of the program does not so permit. This does not affect the advertiser's privilege to submit changes in his commercial continuity, prior to the broadcast.

2.

All continuities, including the words of all songs or spoken lines as well as the wording of all commercial announcements and the list of the cast, are subject to the approval of the National Broadcasting Company, which reserves the right to reject any program or announcement in whole or in part, insofar as such program or announcement is not in accord with the requirements set forth herein or is otherwise incompatible with the public interest.

When a change in a program is required, the National Broadcasting Company will cooperate with the advertiser in an endeavor to arrive at a satisfactory handling of the matter; but if no agreement is reached, the National Broadcasting Company reserves the right to require eliminations or substitutions for any part of the program or announcement which it deems inconsistent with its obligation to serve the public interest.

3.

Because of its responsibility to serve the public interest, the National Broadcasting Company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.

4.

For protection of our clients and ourselves, written lists in duplicate, showing correct titles, composers, and copyright owners appearing on the music to be used on the program, are to be submitted to the National Broadcasting Company at least one week before the broadcast, for copyright clearance. No changes are to be made thereafter without approval of the National Broadcasting Company music rights department.

5.

Evidence of the right to use musical or literary material must be supplied to the National Broadcasting Company at least three days in advance of the broadcast. For any testimonial, the advertiser or his agency must submit to the National Broadcasting Company, at least three days in advance of broadcast, either an indemnification signed by the advertiser or his agency, or a written release authorizing its use for advertising purposes, signed by the person making the testimoniay and sworn to before a notary public, and must furnish the National Broadcasting Company a full copy thereof.

6.

The National Broadcasting Company is anxious to be of service in preventing unnecessary conflict of subject matter and musical numbers. The cooperation of advertisers and agencies is invited to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the

same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have the right to use the number, and the National Broadcasting Company shall notify the other advertiser or advertisers or their agents to submit a substitute number, subject to the same restrictions as to duplication.

7.

The National Broadcasting Company reserves the right to amend this procedure, these principles and requirements, and to adopt new ones when and as, in its opinion, conditions warrant the adoption of such new procedure, principles or requirements for the public interest.

Stations Owned and/or Managed and/or Programmed by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned, managed, operated and programmed by NBC
WJZ	New York	Owned, managed, operated and programmed by NBC
WMAQ	Chicago	Owned, managed, operated and programmed by NBC
WENR	Chicago	Owned, managed, operated and programmed by NBC
WRC	Washington	Owned, managed, operated and programmed by NBC
WTAM	Cleveland	Owned, managed, operated and programmed by NBC
KPO	San Francisco	Owned, managed, operated and programmed by NBC
WMAL	Washington	Owned by the M. A. Leese Radio Corp. Managed, operated and programmed by the NBC.
KGO	San Francisco	Owned by General Electric Managed, operated and programmed by the NBC.
KOA	Denver	Owned by General Electric Managed, operated and programmed by the NBC.
WGY	Schenectady	Owned and operated by General Electric Managed and programmed by the NBC.
WBZ	Boston	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
WBZA	Springfield	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KDKA	Pittsburgh	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KYW	Philadelphia	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KEX	Portland, Ore.	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Oregonian Publishing Company.
KJR	Seattle	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Fishers Blend Station, Inc.
KGA	Spokane	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Louis Wasmer.

REGIONAL NETWORKS

Development of the regional network was a natural one necessitated by the growth of the radio industry. Evidence of its necessity as a major advertising medium is revealed in the increased use by national advertisers, the volume of business steadily reaching its peak to 1937. Primarily, regionals are no longer considered testing grounds for additional subsequent coverage since account executives are using regionals as a standard part of their annual appropriations.

Compactness of the area served and usual economy of coverage of these areas are considered vital factors in the selection of regional networks by advertising agencies for broadcast purposes. Most regionals have popularized local talent that draw for their respective sponsors in a big way, while every properly conducted regional offers various other top-notch services.

Current trend views the regional as being in sound business condition, with every indication that the coming season will find a continued increase in the number of advertisers, in keeping with the constant renewals that came through each season for the past several years. Not a few advertisers appreciate the fact that the regional offers an excellent opportunity to obtain programs of particular interest to the area served.

The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

PERSONNEL

President.....Burridge D. Butler
Manager.....Fred A. Palmer

STATIONS

KOY, Phoenix; KGAR, Tucson; KSUN, Bisbee.

POLICIES

Advertising of alcoholic beverages not accepted.

NATIONAL REPRESENTATIVE

John Blair & Co.

Buckeye Network

1311 Terminal Tower, Cleveland, Ohio

PERSONNEL

General Manager.....H. K. Carpenter

STATIONS

WCLE, Cleveland; WHK, Cleveland; WHKC, Columbus; WPAY, Portsmouth.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

California Radio System

708 "I" Street, Sacramento, Calif.

PERSONNEL

General Manager.....Howard Lane

STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KYA, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield.

NATIONAL REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

Carolina Combination

The Carolina is not a regional network, but rather a sales combination composed of WPTF, Raleigh, and WIS, Columbia. No permanent wires are maintained between the two cities, and sole purpose of the combination is to offer spot advertisers coverage in North and South Carolina at a single combination rate.

The Colonial Network

21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

President.....John Shepard 3rd
Assistant to President.....R. L. Harlow
Director of Sales.....W. W. Warner
Sales Promotion Manager..James V. Bonner
Editor-in-Chief of Colonial Network
News Service .....L. Bickford
Director of Publicity.....Al Stephenson
Technical Director.....Paul DeMars
Chief Engineer.....I. Robinson
Merchandising Head.....J. B. Thompson
Sports Editor of Colonial Network News Service...Richard McDonough
Manager of Colonial Network Artist Bureau.....Van D. Sheldon
Director of Public Relations..Gerald Harrison

STATIONS

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHT, Hartford; WNBH, New Bedford; WBRY, Waterbury; WLLH, Lowell; WLNH, Laconia; WRDO, Augusta; WNLC, New London.

POLICIES

Colonial Network will accept or feed programs to the Mutual Broadcasting System, the Quaker State Network or to the following stations: WOR, WINS, WHN.

Beer and wine contracts are acceptable; no hard liquor advertising is acceptable.

Special features include extensive news service and home economics programs, the latter limited to four non-competing clients daily. Complete merchandising department, production department and artist bureau are available to clients.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Don Lee Broadcasting System

Don Lee Bldg., 1076 W. Seventh St.,
Los Angeles, Calif.
Phone: Vandike 7111

San Francisco office: 1000 Van Ness Ave.

PERSONNEL

General Manager.....Lewis Allen Weiss
Assistant Manager.....Willet Brown
Special Events Director.....Van Newkirk
Program Director.....Jack Joy
Publicity Director.....Bud Rutherford
Promotion Manager.....Richard Webster

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro.

Northern California: KFRC, San Francisco; KQW, San Jose; *KGDM, Stockton; KDON, Monterey; KIEM, Eureka.

*Daytime only.

Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KSLM, Salem; KORE, Eugene.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; * Spokane; KGY, Olympia; KELA, Centralia.

*To Be Announced Later.

POLICIES

Advertising of beer and wine acceptable.

NATIONAL REPRESENTATIVE

John Blair & Co.

Inter-City Broadcasting System

"The Independent Network of the North Atlantic Seaboard"
1697 Broadway, New York City
Phone: CIrcle 6-2200
Chicago office: 360 N. Michigan Ave.

PERSONNEL

President .....Donald Flamm
Director of Sales.....Bertram Lebhar, Jr.
Director of Special Events.....Dick Fishell
Director of Publicity.....Leon Goldstein
Manager of Artists Bureau...Charles Wilshin
Sales Promotion Manager.....Al Rose
Manager of Chicago Office.....Ray Linton

STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster, Pa.; WORK, York, Pa.; WATR, Waterbury; WPRO, Providence; WMEX, Boston; WLAW, Lawrence.

COVERAGE

Linked together by permanent A. T. & T. lines, the eleven stations of this network, covering the North Atlantic seaboard may be engaged collectively, in any combination, or individually.

The Iowa Network

Address: Register and Tribune Building,
Des Moines, Ia.
Phone: 3-2111 Des Moines
Cedar Rapids Office: Paramount Theater Bldg.
Waterloo Office: Russell Lamson Hotel

PERSONNEL

President .....Gardner Cowles, Jr.
Vice-President.....John Cowles
Vice-President and Treasurer....Luther L. Hill
Vice-President .....Sumner Quarton
Secretary .....Fred Little
Artist Bureau Manager.....Ranny Daly

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Cedar Rapids, Waterloo.

COVERAGE

The Iowa Network covers 146 counties in Iowa, Minnesota, Wisconsin, Illinois and Missouri. Population, 3,269,618. Radio Homes, 690,994. Retail Sales, $838,821,000.

POLICIES

Political advertising copy must be submitted 24 hours in advance. Payment for political advertising must be paid 24 hours in advance.

Network maintains an experienced merchandising staff for dealer calls and surveys, reports confidential. Program publicity available on street car cards, billboards, movie trailers and radio columns.

NATIONAL REPRESENTATIVE

E. Katz Special Advertising Agency

The Maryland Network

STATIONS

WCBM, Baltimore (Key Station), Hearst Tower Bldg., Phone, Calvert 2840; WTBO, Cumberland, 31 Frederick St.; WJEJ, Hagerstown, 16 West Washington St.

COVERAGE

The Maryland Network gives blanket coverage of the state of Maryland as well as the southern portion of Pennsylvania, northern Virginia and northeastern West Virginia.

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

PERSONNEL

General Manager.....Clair R. McCullough

STATIONS

WORK, York, Pa.; WDEL, Wilmington, Dela.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.

MERCHANDISING

Personal calls on trade, newspaper publicity, letters to the trade, personal assistance to manufacturers' salesmen.

NATIONAL REPRESENTATIVE

Paul Raymer & Co.

Michigan Network

Operated by the King-Trendle Broadcasting Corp.

300 Madison Theater Building, Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

President.....George W. Trendle
General Manager.....H. Allen Campbell

STATIONS

Key Station: WXYZ, Detroit; WBCM, Bay City and Saginaw; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WKZO, Kalamazoo; WOOD-WASH, Grand Rapids.

POLICIES

Network does not accept foreign language programs. Liquor advertising is not broadcast until after 9:00 P. M. and is subject to the approval of the Michigan State Liquor Commission. Network contracts are not permitted. The network is available without WXYZ and WKZO for sponsors requiring state stations with the Detroit market eliminated.

The Michigan Network territory includes the lower peninsula of Michigan with a primary coverage of over four million people in Michigan's eight largest cities.

Northern California Broadcasting System

The title, Northern California Broadcasting System, is purely a sales name, which is used only when KJBS and KQW are sold together. It is not a corporate set-up, and stations involved do not attempt to promote the sales combination as a regional network. There are no officers, and facilities and production involved are those of KJBS and KQW individually.

The Oklahoma Network

"Complete Coverage at Minimum Cost"
1800 West Main St., Oklahoma City, Okla.
Phone: 3-4881

PERSONNEL

President.....Ross U. Porter
Vice-President.....Tams Bixby, Jr.
Secretary.....Joseph W. Lee
Treasurer.....Albert Riesen
Managing Director.....Joseph W. Lee

STATIONS

Key Stations: KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KVSO, Ardmore; KADA, Ada; KASA, Elk City; WBBZ, Ponca City.

POLICIES

The Oklahoma Network accepts beer advertising. All stations are affiliated with the Mutual Broadcasting System.

The network offers a complete merchandising service, the details of which may be obtained upon request by addressing the managing director.

NATIONAL REPRESENTATIVE

John Hershey McGillvra

The Texas Quality Network

Address Individual Stations

PERSONNEL

General Manager.....Martin B. Campbell
Program Director.....Alex Keese

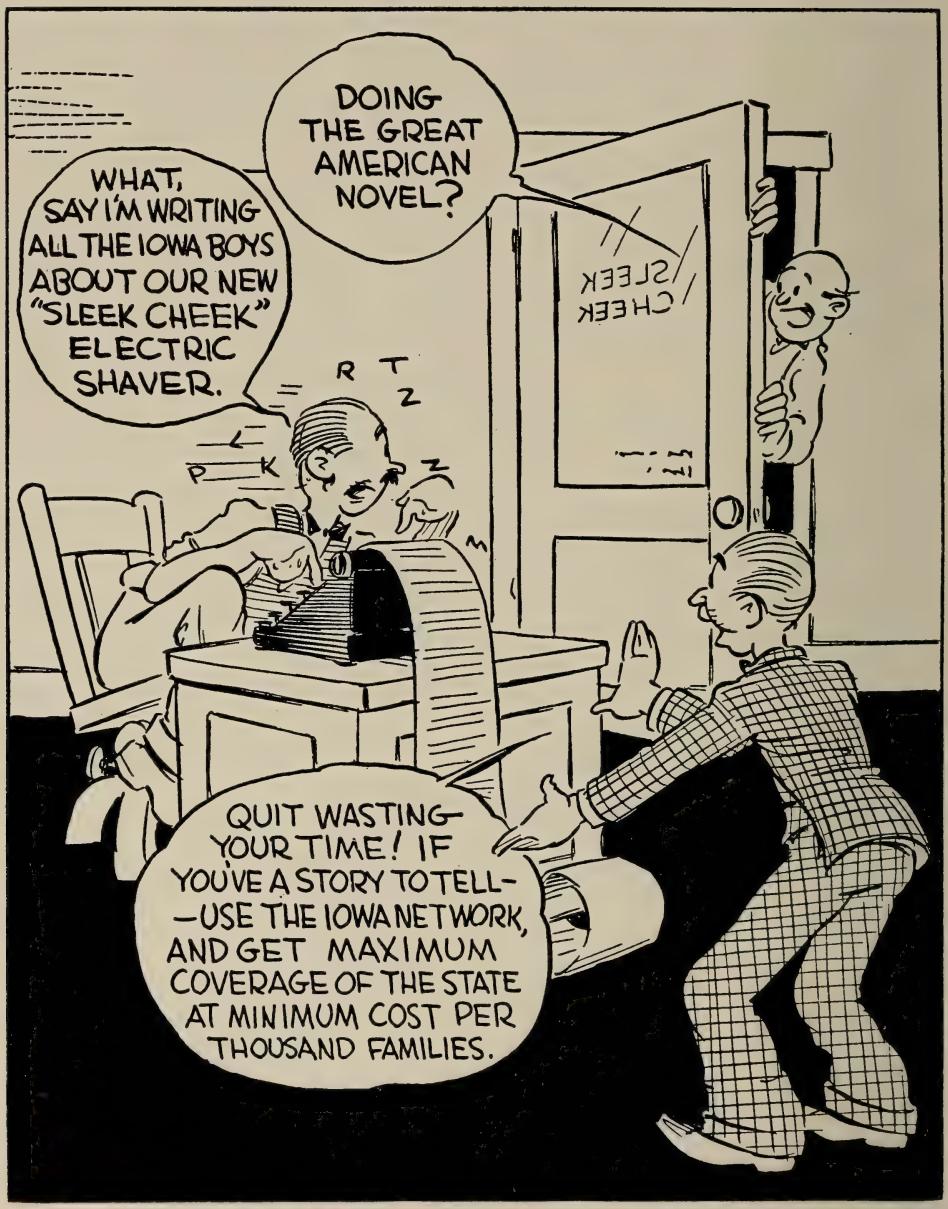
STATIONS

WFAA, Dallas; WOAI, San Antonio; WBAP, Fort Worth; KPRC, Houston.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer.

All contracts subject to network approval,


DOING THE GREAT AMERICAN NOVEL?
WHAT, SAY I'M WRITING ALL THE IOWA BOYS ABOUT OUR NEW "SLEEK CHEEK" ELECTRIC SHAVER.
QUIT WASTING YOUR TIME! IF YOU'VE A STORY TO TELL— —USE THE IOWA NETWORK, AND GET MAXIMUM COVERAGE OF THE STATE AT MINIMUM COST PER THOUSAND FAMILIES.

government regulations, the NAB Code of Ethics for the Radio Broadcasting industry and to the conditions of the standard AAAA contract form.

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

The Virginia Broadcasting System

Covering Virginia's Richest Markets
323 East Grace St., Richmond, Va.
Phone: 3-4242

PERSONNEL

President ..... Earl Sowers
Vice-President ..... Hugh M. Curtler

STATIONS

WRNL, Richmond, Va.; WCHV, Charlottesville, Va.; WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WGH, Newport News, Va.

NATIONAL REPRESENTATIVE
Horace Hagedorn

West Texas Broadcasting System

c/o KGKL, San Angelo, Texas

PERSONNEL

Managing Director ..... Earle Yates

STATIONS

KGKL, San Angelo; KIUN, Pecos; KNEL, Brady; KRLH, Midland.

West Virginia Network

WCHS Auditorium, Charleston, W. Va.

PERSONNEL

President ..... John A. Kennedy
Managing Director ..... Mortimer C. Watters
Program Director ..... N. Pagliara
Chief Engineer ..... O. Robinson
Dramatic Director ..... D. C. Lochner
Musical Director ..... H. McWhorter
Publicity Director ..... J. P. Grose
Artist Bureau Head ..... P. Dressler
Sales Manager ..... G. Ferguson

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg.

POLICIES

Advertising of alcoholic beverages accepted.

Wisconsin Radio Network

c/o KFIZ, Fond Du Lac, Wisc.
Phone: 356

PERSONNEL

President ..... Rev. James O. Wagner

STATIONS

KFIZ, Fond Du Lac; WHBY, Green Bay; WIBU, Poynette; WEMP, Milwaukee; WHBL, Sheboygan; WCLO, Janesville; WOMT, Manitowac.

The Yankee Network

Covering New England
21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

President ..... John Shepard 3rd
Assistant to the Pres. ..... R. L. Harlow
Director of Sales ..... C. W. Phelan
Director of Production ..... Linus Travers
Sales Promotion Manager ..... C. McVarnish
Research Director ..... Robert C. Taylor
Editor -in-Chief—Yankee Network News Service ..... Al Stephenson
Director of Publicity ..... Al Stephenson
Technical Director ..... Paul De Mars
Chief Engineer ..... I. Robinson
Merchandising ..... J. B. Thompson
Sports Editor ..... Richard McDonough
Director Home Economics ..... G. McMullen
Artists Bureau ..... Van D. Sheldon
Public Relations ..... G. Harrison

STATIONS

WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell; WLNH, Laconia; WRDO, Augusta; WNLC, New London.

POLICIES

Yankee Network will accept or feed programs to WOR, WHN or WINS, New York, provided the program is broadcast only in New York and New England.

Beer and wine contracts acceptable; no hard liquor advertising acceptable.

Special features include extensive news service and home economic programs, the latter limited to four non-competing clients daily. Complete merchandising department available to clients, also production staff and artists bureau.

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

Z Net

P. O. Box 1956, Butte, Montana
Phone: 22-3-44

PERSONNEL

Manager ..... E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena.

POLICIES

The stations comprising the Z Net are connected by lines at all times, and are available as a unit. Live talent programs originate at either station; transcribed programs originate only at Butte. No announcement over 100 words in length or 1 minute accepted. Advertising of alcoholic beverages is accepted. All broadcasting programs of every description are subject to the approval and censorship of the station directors without objection or liability.

The Z Net serves western Montana.

★ NETWORKS OF CANADA ★

All-Canada Radio Facilities

(ALL CANADA RADIO SYSTEM)
Winnipeg office: 171 McDermot Ave.
Toronto office: 716 Dominion Bank Bldg.
Montreal office: 923 Dominion Square Bldg.

PERSONNEL

President.....Dawson Richardson
Managing Director.....H. R. Carson
Secretary.....A. R. Gibson

REPRESENTATIVES

Calgary.....F. W. Cannon
Winnipeg.....G. F. Herbert
Vancouver.....J. E. Baldwin
Toronto.....P. H. Gayner

STATIONS

Central Network: CJRC, Winnipeg; CJGX, Yorkton; CJRM, Regina.

Prairie Network: CJRC, Winnipeg; CJGX, Yorkton; CJRM, Regina; CFCN, Calgary.

Grain Belt Network: CJRC, Winnipeg; CJGX, Yorkton; CJRM, Regina; CFQC, Saskatoon; CJCA, Edmonton; CFCN, Calgary.

Canadian Broadcasting Corp.

One Hayter St., Toronto, Ont., Canada
Montreal office: 1231 St. Catherine St., West.

STATIONS

The national network of the Canadian Broadcasting Corporation is broken down into the following regional groups:

Maritime Regional Network: CJCB, Sydney; CHNS, Halifax; CFCY, Charlottetown; CKCW, Moncton; CHSJ, Saint John; CFNB, Fredericton.

British Columbia Network: CFCJ, Kamloops; CKOV, Kelowna; CJAT, Trail; CBR, Vancouver.

Quebec Regional Network: CHNC, New Carlisle; CJBR, Rimouski; CRCS, Chicoutimi; CRCK, Quebec; CBF (French), Montreal; CBM (English), Montreal.

Ontario Regional Network: CBO, Ottawa; CFRC, Kingston; CBL, Toronto; CKLW, Windsor; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William.

Prairie Regional Network: CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CKBI, Prince Albert; *CJCA, Edmonton; *CFAC, Calgary; *CJOC, Lethbridge.

*These stations as a group, with CFGP Grande Prairie comprise the Foothills Network. This network has headquarters in the Southham Bldg., Calgary, Alberta and is represented in Canada by the All-Canada Radio Facilities, Inc., and in the United States by Weed & Co. H. R. Carson is the General Manager.

POLICIES

All contracts are accepted subject to the Broadcasting Act (Canada), Broadcasting Regulations and the approval of the Canadian Broadcasting Corp.

Dominion Broadcasting Co.

203 C. P. R., Toronto, Ont., Canada
Phone: Waverly 1990

PERSONNEL

Manager.....Hal B. Williams

STATIONS

Network comprised of all or any of the following stations: CHGS, Summerside, Prince Edward Isle; CFCY, Charlottetown, Prince Edward Isle; CJCB, Sydney, Nova Scotia; CHNS, Halifax, Nova Scotia; CHSJ, St. John, New Brunswick; CFNB, Fredericton, New Brunswick; CHLT, Sherbrooke, Quebec; CHLN, Three Rivers, Quebec; CHRC, Quebec, Quebec; CKAC, Montreal, Quebec; CKCH, Hull, Quebec; CKCO, Ottawa, Ontario; CKPR, Fort William, Ontario; CKSO, Sudbury, Ontario; CKGB, Timmins, Ontario; CJKL, Kirkland Lake, Ontario; CFRB, Toronto, Ontario; CKPC, Brantford, Ontario; CKOC, Hamilton, Ontario; CKTB, St. Catharines, Ontario; CFPL, London, Ontario; CFCO, Chatham, Ontario; CKLW, Windsor, Ontario; CKY, Winnipeg, Manitoba; CKBI, Prince Albert, Saskatchewan; CJGX, Yorkton, Saskatchewan; CFQC, Saskatoon, Saskatchewan; CKCK, Regina, Saskatchewan; CHAB, Moose Jaw, Saskatchewan; CJRM, Moose Jaw, Saskatchewan; CJCA, Edmonton, Alberta; CFCN, Calgary, Alberta; CJOC, Lethbridge, Alberta; CKOV, Kelowna, British Columbia; CFJC, Kamloops, British Columbia; CKWX, Vancouver, British Columbia; CFCT, Victoria, British Columbia.

The stations of the Dominion Broadcasting Co. are grouped regionally as follows:

Eastern Network: CFRB, Toronto; CKLW, Windsor; CKCO, Ottawa; CKAC, Montreal; CHRC, Quebec.

Supplementary to Eastern Network: CKOC, Hamilton; CHML, Hamilton; CFCO, Chatham; CKPC, Brantford; CKTB, St. Catharines; CFRC, Kingston.

Western Network: CKY, Winnipeg; CHWC, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CJCA, Edmonton; CFCN, Calgary; CJOR, Vancouver.

Supplementary to Western Network: CFCH, North Bay; CKSO, Sudbury; CKPR, Fort William; CJOC, Lethbridge; CKOV, Kelowna; CFLC, Kamloops; CJAT, Trail; CFCT, Victoria.

Maritime Network: CKCW, Moncton; CFNB, Fredericton; CHSJ, Saint John; CHNS, Halifax; CFCY, Charlotteville.

Supplementary to Maritime Network: CJCB, Sydney; CJLS, Yarmouth.

POLICIES

All programs are subject to the approval of the Dominion Broadcasting Co.

Services of artists' bureau, program department and announcers in arranging and presenting programs are included without extra charge.

STATIONS

of the United States



Standard ***Experimental***
International ***Canada***
High-Frequency ***Mexico***

Newspaper Owned Stations

F.C.C. Application Regulations

Canada Survey

Canadian Broadcasting Regulations



Your Grace, M'Lords, Ladies and Gentlemen

PRAY TAKE HEED

Down these steps, m'lord . . . ah, that's it . . . Now, one more . . .Witness upon these walls, sire, scrolls deep-graven with the records of our results. To your left, m'lord, the tale of an apothecary whose quaint product has shown a year after year increase of 100% for four years while using WOR. Pardon? Oh no, this story is that of a maker of sweetmeats whose sales showed a 500% increase six months after using WOR. What say your lordship? But the story is not one-third told! Very well, as your lordship pleases. We shall expectantly await your 52 week commitment by return post. Good journey, sire.

WOR

STANDARD STATIONS

OF THE UNITED STATES

Call Letter—City—Power in Watts—Frequency in Kilocycles and Page Number Providing Complete Station Information

Key to Abbreviations: C.P.—Construction Permit; S.A.—Special Authorization; d—daytime; n—night.

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1420	250 d., 100 n.	374
KABR	Aberdeen, S. Dak.	1420	100	
		C.P. 1390	1000 d., 500 n.	355
KADA	Ada, Okla.	1200	100	331
KALB	Alexandria, La.	1210	100	
			C.P. 250 d.	252
KALE	Portland, Ore.	1300	500	
			C.P. 1000	339
KAND	Corsicana, Tex.	1310	100	366
KANS	Wichita, Kans.	1210	100	248
KARK	Little Rock, Ark.	890	1000 d., 500 n.	183
KARM	Fresno, Calif.	C.P. 1310	100	186
KASA	Elk City, Okla.	1210	100	331
KAST	Astoria, Ore.	1370	100	336
KATE	Albert Lea, Minn.	1420	250	273
KAWN	Gallup, New Mex.	1500	100	299
KBIX	Muskogee, Okla.	1500	100	333
KBPS	Portland, Ore.	1420	100	339
KBST	Big Spring, Tex.	1500	100	365
KBTM	Jonesboro, Ark.	1200	100	183
KCKN	Kansas City, Kan.	1310	100	246
KCMC	Texarkana, Ark.-Tex.	1420	250 d., 100 n.	184
KCMO	Kansas City, Mo.	1370	100	281
KCRC	Enid, Okla.	1360	250	331
KCRJ	Jerome, Ariz.	1310	250 d., 100 n.	180
KDAL	Duluth, Minn.	1560	100	273
KDB	Santa Barbara, Calif.	1500	250 d., 100 n.	199
KDFN	Casper, Wyo.	1440	500	398
KDKA	Pittsburgh, Pa.	980	50000	348
KDLR	Devils Lake, N. Dak.	1210	100	326
KDNC	Lewistown, Mont.	C.P. 1200	250 d., 100 n.	288
KDON	Monterey, Calif.	1210	100	194
KDTH	Dubuque, Ia.	C.P. 1340	500	242
KDYL	Salt Lake City, Utah	1290	1000	
			C.P. 5000 d.	378
KECA	Los Angeles, Calif.	1430	5000 d., 1000 n.	189
KEEN	Seattle, Wash.	1370	100	387
KEHE	Los Angeles, Calif.	780	5000 d., 1000 n.	189
KELA	Between Centralia and Chehalis, Wash.	1440	500	385
KELD	El Dorado, Ark.	1370	100	182
KELO	Sioux Falls, S. Dak.	1200	100	356
KERN	Bakersfield, Calif.	1370	100	185
KEUB	Price, Utah	1420	100	377
KEX	Portland, Ore.	1180	5000	339
KFAB	Lincoln, Nebr.	770	10000	289
KFAC	Los Angeles, Calif.	1300	1000	191
KFAM	St. Cloud, Minn.	C.P. 1420	100	276
KFBB	Great Falls, Mont.	1280	5000 d., 1000 n.	287
KFBI	Abilene, Kans.	1050	5000	245
KFBK	Sacramento, Calif.	1490	5000	
			C.P. 10000	195
KFDM	Beaumont, Tex.	560	1000 d., 500 n.	365
KFDY	Brookings, S. Dak.	780	1000	355
KFEL	Denver, Colo.	920	500	202
KFEQ	St. Joseph, Mo.	680	2500	284

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFGQ	Boone, Ia.	1370	100	240
KFH	Wichita, Kansas	1300	5000 d., 1000 n.	248
KFI	Los Angeles, Calif.	640	50000	191
KFIO	Spokane, Wash.	1120	100	389
KFIZ	Fond Du Lac, Wisc.	1420	100	393
KFJB	Marshalltown, Ia.	1200	250 d., 100 n.	243
KFJI	Klamath Falls, Ore.	1210	100	337
KFJM	Grand Forks, N. Dak.	1410	1000 d., 500 n.	321
KFJZ	Fort Worth, Tex.	1370	250 d., 100 n.	369
KFKA	Greeley, Colo.	880	1000 d., 500 n.	203
KFKU	Lawrence, Kansas	1220	5000 d., 1000 n.	247
KFNF	Shenandoah, Ia.	890	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	244
KFOR	Lincoln, Nebr.	1210	250 d., 100 n.	291
KFOX	Long Beach, Calif.	1250	1000	
			C.P. 5000 d.	189
KFPL	Dublin, Tex.	1310	250 d., 100 n.	367
KFPW	Fort Smith, Ark.	1210	100	182
KFPY	Spokane, Wash.	890	5000 d., 1000 n.	389
KFQD	Anchorage, Alaska	780	250	398
KFRC	San Francisco, Calif.	610	5000 d., 1000 n.	196
KFRO	Long View, Tex.	1370	250	372
KFRU	Columbia, Mo.	630	1000 d., 500 n.	280
KFSD	San Diego, Calif.	600	1000	196
KFSG	Los Angeles, Calif.	1120	2500 d., 500 n.	191
KFUO	Clayton, (St. Louis) Mo.	550	1000 d., 500 n.	284
KFVD	Los Angeles, Calif.	1000	1000	191
KFVS	Cape Girardeau, Mo.	1210	250 d., 100 n.	280
KFWB	Hollywood, Calif.	950	5000 d., 1000 n.	187
KFXD	Nampa, Idaho	1200	250 d., 100 n.	221
KFXJ	Grand Junction, Colo.	1200	250 d., 100 n.	203
KFXM	San Bernardino, Calif.	1210	100	196
KFXR	Oklahoma City, Okla.	1310	250 d., 100 n.	333
KFYO	Lubbock, Texas	1310	250 d., 100 n.	372
KFYR	Bismarck, N. Dak.	550	5000 d., 1000 n.	319
KGA	Spokane, Wash.	1470	5000	389
KGAR	Tucson, Ariz.	1370	250 d., 100 n.	181
KGB	San Diego, Calif.	1330	1000	196
KGBU	Ketchikan, Alaska	900	500	
			C.P. 1000	399
KGBX	Springfield, Mo.	1230	500	286
KGCA	Decorah, Ia.	1270	100	241
KGCI	Coeur D'Alene, Idaho	C.P. 1200	100	221
KGCU	Mandan, N. Dak.	1240	250	321
KGCX	Wolf Point, Mont.	1450	1000	288
KGDE	Fergus Falls, Minn.	1200	250 d., 100 n.	274
KGDM	Stockton, Calif.	1100	1000	200
KGDY	Huron, S. Dak.	1340	250	355
KGEK	Sterling, Colo.	1200	100	205
KGER	Long Beach, Calif.	1360	1000	189
KGEZ	Kalispell, Mont.	1310	100	288
KGFF	Shawnee, Okla.	1420	250 d., 100 n.	335
KGFI	Brownsville, Tex.	1500	250 d., 100 n.	365
KGFJ	Los Angeles, Calif.	1200	100	191
KGFL	Roswell, New Mex.	1370	100	299
KGFW	Kearney, Nebr.	1310	100	
			C.P. 250 d.	289
KGFX	Pierre, S. Dak.	630	200	355
KGGC	San Francisco, Calif.	1420	100	197
KGGF	Coffeyville, Kans.	1010	1000	245
KGGM	Albuquerque, N. Mex.	1230	1000	298
KGHF	Pueblo, Colo.	1320	500	205
KGHI	Little Rock, Ark.	1200	250 d., 100 n.	183
KGHL	Billings, Mont.	780	5000 d., 1000 n.	287
KGIR	Butte, Mont.	1340	2500 d., 1000 n.	287
KGIW	Alamosa, Colo.	1420	100	201
KGKB	Tyler, Tex.	1500	250 d., 100 n.	376
KGKL	San Angelo, Tex.	1370	250 d., 100 n.	374
KGKO	Wichita Falls, Tex.	570	1000 d., 250 n.	
	C.P. Fort Worth, Tex.		5000 d., 1000 n.	369
KGKY	Scottsbluff, Nebr.	1500	250 d., 100 n.	292
KGLO	Mason City, Ia.	1210	250 d., 100 n.	243
KGMB	Honolulu, Hawaii	1320	1000	399

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGNC	Amarillo, Tex.	1410	2500 d., 1000 n.	364
KGNF	North Platte, Nebr.	1430	1000	291
KGNO	Dodge City, Kans.	1340	250	246
KGO	San Francisco, Calif.	790	7500	197
KGU	Honolulu, Hawaii	750	2500	400
KGVL	Greenville, Tex.	C.P. 1200	100	371
KGVO	Missoula, Mont.	1260	1000	288
KGW	Portland, Ore.	620	5000 d., 1000 n.	339
KGY	Olympia, Wash.	1210	100	387
KHBC	Hilo, Hawaii	1400	250	399
KHBG	Okmulgee, Okla.	1210	100	334
KHJ	Los Angeles, Calif.	900	5000 d., 1000 n.	191
KHQ	Spokane, Wash.	590	5000 d., 1000 n.	389
KHSL	Chico, Calif.	1260	250	186
KHUB	Watsonville, Calif.	1310	250	201
KICA	Clovis, New Mex.	1370	100	299
KID	Idaho Falls, Idaho	1320	1000 d., 500 n.	
			C.P. 5000 d.	221
KIDO	Boise, Idaho	1350	2500 d., 1000 n.	
			C.P. 5000 d.	220
KIDW	Lamar, Colo.	1420	100	205
KIEM	Eureka, Calif.	1450	1000 d., 500 n.	186
KIEV	Glendale, Calif.	850	250	187
KINY	Juneau, Alaska	1310	100	
		C.P. 1430	250	399
KIRO	Seattle, Wash.	650	250	
		S.A. 710	1000	387
KIT	Yakima, Wash.	1250	500 d., 250 n.	391
KIUL	Garden City, Kans.	1210	100	246
KIUN	Pecos, Tex.	1420	100	374
KIUP	Durango, Colo.	1370	100	203
KJBS	San Francisco, Calif.	1070	500	197
KJR	Seattle, Wash.	970	5000	387
KLAH	Carlsbad, New Mex.	1210	100	298
			C.P. 250 d.	
KLBM	La Grande, Ore.	C.P. 1420	250 d., 100 n.	337
KLCN	Blytheville, Ark.	1290	100	182
KLO	Ogden, Utah	1400	500	377
KLPM	Minot, N. Dak.	1240	250	
		C.P. 1360	1000 d., 500 n.	321
KLRA	Little Rock, Ark.	1390	5000 d., 1000 n.	184
KLS	Oakland, Calif.	1280	250	194
KLUF	Galveston, Tex.	1370	100	371
KLX	Oakland, Calif.	880	1000	194
KLZ	Denver, Colo.	560	5000 d., 1000 n.	202
KMA	Shenandoah, Iowa	930	5000 d., 1000 n.	244
KMAC	San Antonio, Tex.	1370	250 d., 100 n.	375
KMBC	Kansas City, Mo.	950	5000 d., 1000 n.	281
KMED	Medford, Ore.	1410	250	337
KMJ	Fresno, Calif.	580	1000	187
KMLB	Monroe, La.	1200	250 d., 100 n.	253
KMMJ	Clay Center, Nebr.	740	1000	289
KMO	Tacoma, Wash.	1330	1000	390
KMOX	St. Louis, Mo.	1090	50000	284
KMPC	Beverly Hills, Calif.	710	500	186
KMTR	Los Angeles, Calif.	570	1000	187
KNEL	Brady, Tex.	1500	250	365
KNET	Palestine, Tex.	1420	100	373
KNOW	Austin, Tex.	1500	100	
			C.P. 250 d.	364
KNX	Los Angeles, Calif.	1050	50000	193
KOA	Denver, Colo.	830	50000	202
KOAC	Corvallis, Ore.	550	1000	336
KOAM	Pittsburg, Kans.	790	1000	247
KOB	Albuquerque, New Mex.	1180	10000	298
KOBH	Rapid City, S. Dak.	1370	250 d., 100 n.	356
KOCA	Kilgore, Tex.	1210	250 d., 100 n.	372
KOH	Reno, Nev.	1380	500	293
KOIL	Omaha, Nebr.	1260	5000 d., 1000 n.	292
KOIN	Portland, Ore.	940	5000 d., 1000 n.	340
KOKO	La Junta, Colo.	1370	100	203
KOL	Seattle, Wash.	1270	5000 d., 1000 n.	388
KOMA	Oklahoma City, Okla.	1480	5000	333

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KOMO	Seattle, Wash.	920	5000 d., 1000 n.	388
KONO	San Antonio, Tex.	1370	100	
			C.P. 250	375
KOOS	Marshfield, Ore.	1200	250 d., 100 n.	337
KORE	Eugene, Ore.	1420	100	337
KOTN	Pine Bluff, Ark.	1500	100	184
KOVC	Valley City, N. Dak.	1500	250 d., 100 n.	321
KOY	Phoenix, Ariz.	1390	1000	180
KPAC	Port Arthur, Tex.	1260	500	374
KPDN	Pampa, Tex.	1310	100	373
KPFA	Helena, Mont.	1210	250 d., 100 n.	288
KPLC	Lake Charles, La.	1500	250 d., 100 n.	253
KPLT	Paris, Tex.	1500	250	373
KPMC	Bakersfield, Calif.	1550	1000	185
KPO	San Francisco, Calif.	680	50000	198
KPOF	Denver, Colo.	880	1000	202
KPPC	Pasadena, Calif.	1210	100	195
KPQ	Wenatchee, Wash.	1500	250 d., 100 n.	390
KPRC	Houston, Tex.	920	5000 d., 1000 n.	
			S.A. 5000	371
KQV	Pittsburgh, Pa.	1380	500	348
KQW	San Jose, Calif.	1010	1000	198
KRBA	Lufkin, Tex.	C.P. 1310	100	373
KRBC	Abilene, Tex.	1420	250 d., 100 n.	364
KRE	Berkeley, Calif.	1370	250 d., 100 n.	185
KRGV	Weslaco, Tex.	1260	1000	377
KRIS	Corpus Christi, Tex.	1330	500	366
KRKD	Los Angeles, Calif.	1120	2500 d., 500 n.	193
KRKO	Everett, Wash.	1370	50	385
KRLC	Lewiston, Idaho	1390	250	221
KRLD	Dallas, Tex.	1040	10000	366
KRLH	Midland, Tex.	1420	100	373
KRMC	Jamestown, N. Dak.	1370	250 d., 100 n.	321
KRMD	Shreveport, La.	1310	250 d., 100 n.	255
KRNR	Roseburg, Ore.	1500	250 d., 100 n.	340
KRNT	Des Moines, Iowa	1329	5000 d., 1000 n.	242
KROC	Rochester, Minn.	1310	250 d., 100 n.	276
KROD	El Paso, Tex.	C.P. 1500	100	367
KROW	Oakland, Calif.	930	1000	195
KROY	Sacramento, Calif.	1210	100	195
KRQA	Sante Fe, New Mexico	1310	100	299
KRRV	Sherman, Tex.	1310	250	376
KRSC	Seattle, Wash.	1120	250	388
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	247
KSAL	Salina, Kans.	1500	250 d., 100 n.	247
KSCJ	Sioux City, Ia.	1330	5000 d., 1000 n.	244
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	285
KSEI	Pocatello, Idaho	900	1000 d., 250 n.	221
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	198
KSL	Salt Lake City, Utah	1130	50000	379
KSLM	Salem, Ore.	1370	100	341
KSO	Des Moines, Iowa	1430	2500 d., 500 n.	242
KSOO	Sioux Falls, S. Dak.	1110	2500	
			C.P. 5000	356
KSRO	Santa Rosa, Calif.	1310	250	200
KSTP	St. Paul, Minn.	1460	25000 d., 10000 n.	276
KSUB	Cedar City, Utah	1310	100	377
KSUN	Lowell, Ariz.	1200	250 d., 100 n.	180
KTAR	Phoenix, Ariz.	620	1000	181
KTAT	Fort Worth, Tex.	1240	1000	369
KTBC	Austin, Tex.	1120	1000	364
KTBS	Shreveport, La.	1450	1000	255
KTEM	Temple, Tex.	1370	250	376
KTFI	Twin Falls, Idaho	1240	1000 d., 500 n.	
			C.P. 1000	
			S.A. 1000 n.	223
KTHS	Hot Springs National Park, Ark.	1040	10000	
		S.A. 1060		183
KTKC	Visalia, Calif.	1190	250	200
KTMS	Santa Barbara, Calif.	1220	500	199
KTOK	Oklahoma City, Okla.	1370	100	334
KTRB	Modesto, Calif.	740	250	194
KTRH	Houston, Tex.	1290	5000 d., 1000 n.	371

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KTRI	Sioux City, Ia.	C.P. 1420	250 d., 100 n.	245
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	375
KTSM	El Paso, Tex.	1310	250 d., 100 n.	367
KTUL	Tulsa, Okla.	1400	1000 d., 500 n.	335
KTW	Seattle, Wash.	1220	1000	388
KUJ	Walla Walla, Wash.	1370	100	390
KUMA	Yuma, Ariz.	1420	100	182
KUOA	Siloam Springs, Ark.	1260	5000	184
KUSD	Vermillion, S. Dak.	890	500	357
KUTA	Salt Lake City, Utah.	C.P. 1500	100	379
KVCV	Redding, Calif.	1200	100	195
KVEC	San Luis Obispo, Calif.	1200	250	199
KVGB	Great Bend, Kans.	1370	100	246
KVI	Tacoma, Wash.	570	5000 d., 1000 n.	390
KVOA	Tucson, Ariz.	1260	1000	181
KVOD	Denver, Colo.	920	500	203
KVOE	Santa Ana, Calif.	1500	100	199
KVOL	Lafayette, La.	1310	100	253
KVOO	Tulsa, Okla.	1140	25000	336
KVOR	Colorado Springs, Colo.	1270	1000	201
KVOS	Bellingham, Wash.	1200	100	385
KVOX	Moorhead, Minn.	1310	250 d., 100 n.	276
KVRS	Rock Springs, Wyoming	C.P. 1370	250 d., 100 n.	398
KVSO	Ardmore, Okla.	1210	100	
			C.P. 250 d.	331
KWBG	Hutchinson, Kans.	1420	100	246
KWEW	Hobbs, New Mexico	C.P. 1500	100	299
KWG	Stockton, Calif.	1200	100	200
KWJJ	Portland, Ore.	1060	500	
		S.A. 1040		340
KWK	St. Louis, Mo.	1350	5000 d., 1000 n.	285
KWKH	Shreveport, La.	850	10000	
		S.A. 1100		255
KWLC	Decorah, Iowa	1270	100	241
KWLK	Longview, Wash.	C.P. 780	250	387
KWNO	Winona, Minn.	C.P. 1200	250	277
KWOC	Poplar Bluff, Mo.	C.P. 1310	100	284
KWOS	Jefferson City, Mo.	1310	100	281
KWSC	Pullman, Wash.	1220	5000 d., 1000 n.	387
KWTN	Watertown, S. Dak.	1210	100	357
KWTO	Springfield, Mo.	560	5000	286
KWYO	Sheridan, Wyoming	1370	250 d., 100 n.	398
KXA	Seattle, Wash.	760	500 d., 250 n.	
			C.P. 1000	389
KXBY	Kansas City, Mo.	1530	1000	283
KXL	Portland, Ore.	1420	250 d., 100 n.	340
KXO	El Centro, Calif.	1500	100	186
KXOK	St. Louis, Mo.	C.P. 1250	1000	285
KXRO	Aberdeen, Wash.	1310	250 d., 100 n.	385
KXYZ	Houston, Tex.	1440	1000	372
KYA	San Francisco, Calif.	1230	5000 d., 1000 n.	198
KYOS	Merced, Calif.	1040	250	193
KYSM	Mankato, Minn.	C.P. 1500	250 d., 100 n.	274
KYW	Philadelphia, Pa.	1020	10000	345
WAAB	Boston, Mass.	1410	1000 d., 500 n.	261
WAAF	Chicago, Ill.	920	1000	225
WAAT	Jersey City, N. J.	940	500	296
WAAW	Omaha, Nebr.	660	500	292
WABC	New York, N. Y.	860	50000	305
WABI	Bangor, Me.	1200	250 d., 100 n.	256
WABY	Albany, N. Y.	1370	250 d., 100 n.	300
WACO	Waco, Tex.	1420	100	376
WADC	Tallmadge, (Akron) Ohio	1320	5000 d., 1000 n.	322
WAGA	Atlanta, Ga.	1450	1000 d., 500 n.	217
WAGF	Dothan, Ala.	1370	250	178
WAGM	Presque Isle, Maine	1420	100	257
WAIM	Anderson, S. C.	1200	100	353
WAIR	Winston-Salem, N. C.	1250	250	319
WALA	Mobile, Ala.	1380	1000 d., 500 n.	179
WALR	Zanesville, Ohio	1210	100	330
WAML	Laurel, Miss.	1310	250 d., 100 n.	279
WAPI	Birmingham, Ala.	1110	5000	177
WAPO	Chattanooga, Tenn.	1420	250 d., 100 n.	358

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WARD	Brooklyn, N. Y.	1400	500	301
WASH	Grand Rapids, Mich.	1270	500	271
WATL	Atlanta, Ga.	1370	250 d., 100 n.	217
WATR	Waterbury, Conn.	1190	100	
		C.P. 1290	250	207
WAVE	Louisville, Ky.	940	1000	249
WAWZ	Zarephath, N. J.	1350	1000 d., 500 n. 1	297
WAYX	Waycross, Ga.	1200	250 d., 100 n.	220
WAZL	Hazleton, Pa.	1420	100	343
WBAA	West Lafayette, Ind.	890	1000 d., 500 n.	240
WBAL	Baltimore, Md.	1060	10000	257
WBAP	Fort Worth, Tex.	800	50000	369
WBAX	Wilkes-Barre, Pa.	1210	100	351
WBBC	Brooklyn, N. Y.	1400	500	301
WBBL	Richmond, Va.	1210	100	383
WBBM	Chicago, Ill.	770	50000	225
WBBR	Brooklyn, N. Y.	1300	1000	301
WBBZ	Ponca City, Okla.	1200	250 d., 100 n.	334
WBCM	Bay City, Mich.	1410	1000 d., 500 n.	267
WBEN	Buffalo, N. Y.	900	5000 d., 1000 n.	302
WBEO	Marquette, Mich.	1310	100	272
WBHP	Huntsville, Ala.	1200	100	178
WBIG	Greensboro, N. C.	1440	1000	317
WBIL	New York, N. Y.	1100	5000	305
WBLK	Clarksburg, W. Va.	1370	100	392
WBLY	Lima, Ohio	1210	100	329
WBNO	New Orleans, La.	1200	100	253
WBNS	Columbus, Ohio	1430	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	327
WBNX	New York, N. Y.	1350	1000	306
WBNY	Buffalo, N. Y.	1370	250 d., 100 n.	302
WBOW	Terre Haute, Ind.	1310	250 d., 100 n.	239
WBRB	Red Bank, N. J.	1210	100	297
WBRC	Birmingham, Ala.	930	1000	
			C.P. 5000 d.	177
WBRE	Wilkes-Barre, Pa.	1310	100	351
WBRK	Pittsfield, Mass.	C.P. 1310	250 d., 100 n.	265
WBRY	Waterbury, Conn.	1530	1000	208
WBT	Charlotte, N. C.	1080	50000	315
WBTM	Danville, Va.	1370	250 d., 100 n.	381
WBZ	Boston, Mass.	990	50000	261
WBZA	Boston, Mass.	990	1000	261
WCAD	Canton, N. Y.	1220	500	303
WCAE	Pittsburgh, Pa.	1220	5000 d., 1000 n.	348
WCAL	Northfield, Minn.	1250	2500 d., 1000 n.	
		C.P. 760	5000	276
WCAM	Camden, N. J.	1280	500	296
WCAO	Baltimore, Md.	600	1000 d., 500 n.	257
WCAP	Asbury Park, N. J.	1280	500	294
WCAT	Rapid City, S. Dak.	1200	100	356
WCAU	Philadelphia, Pa.	1170	50000	345
WCAX	Burlington, Vt.	1200	250 d., 100 n.	379
WCAZ	Carthage, Ill.	1070	100	223
WCBA	Allentown, Pa.	1440	500	341
WCBD	Chicago, Ill.	1080	5000	225
WCBM	Baltimore, Md.	1370	250 d., 100 n.	259
WCBS	Springfield, Ill.	1420	250 d., 100 n.	233
WCCO	Minneapolis, Minn.	810	50000	275
WCFL	Chicago, Ill.	970	5000	227
WCHS	Charleston, W. Va.	580	1000 d., 500 n.	391
WCHV	Charlottesville, Va.	1420	250 d., 100 n.	381
WCKY	Covington, Ky.	1490	10000	323
WCLE	Cleveland, Ohio	610	500	325
WCLO	Janesville, Wisc.	1200	250 d., 100 n.	394
WCLS	Joliet, Ill.	1310	100	231
WCMI	Ashland, Ky.	1310	250 d., 100 n.	249
WCNW	Brooklyn, N. Y.	1500	250 d., 100 n.	301
WCOA	Pensacola, Florida	1340	500	
			C.P. 1000 d.	214
WCOC	Meridian, Miss.	880	1000 d., 500 n.	
			C.P. 1000	279
WCOL	Columbus, Ohio	1210	100	328
WCOP	Boston, Mass.	1120	500	262

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WCPO	Cincinnati, Ohio	1200	250 d., 100 n.	323
WCRW	Chicago, Ill.	1210	100	227
WCSC	Charleston, S. C.	1360	1000 d., 500 n.	353
WCSH	Portland, Maine	940	2500 d., 1000 n.	256
WDAE	Tampa, Florida	1220	5000 d., 1000 n.	215
WDAF	Kansas City, Mo.	610	5000 d., 1000 n.	283
WDAH	El Paso, Texas	1310	250 d., 100 n.	367
WDAS	Philadelphia, Pa.	1370	250 d., 100 n.	345
WDAY	Fargo, N. Dak.	940	5000 d., 1000 n.	320
WDBJ	Roanoke, Va.	930	5000 d., 1000 n.	384
WDBO	Orlando, Fla.	580	1000	
			C.P. 5000 d.	213
WDEL	Wilmington, Delaware	1120	500 d., 250 n.	208
WDEV	Waterbury, Vt.	550	500	380
WDGY	Minneapolis, Minn.	1180	5000 d., 1000 n.	275
WDNC	Durham, N. C.	1500	100	316
WDOD	Chattanooga, Tenn.	1280	5000 d., 1000 n.	358
WDRC	Hartford, Conn.	1330	5000 d., 1000 n.	206
WDSM	Superior, Wisc.	C.P. 1200	100	397
WDSU	New Orleans, La.	1250	1000	254
WDWS	Champaign, Ill.	1370	100	225
WDZ	Tuscola, Ill.	1020	250	233
WEAF	New York, N. Y.	660	50000	306
WEAN	Providence, R. I.	780	5000 d., 1000 n.	352
WEAU	Eau Claire, Wisc.	1050	1000	393
WEBC	Duluth, Minn.	1290	5000 d., 1000 n.	274
WEBQ	Harrisburg, Ill.	1210	250 d., 100 n.	231
WEBR	Buffalo, N. Y.	1310	250 d., 100 n.	303
WEDC	Chicago, Ill.	1210	100	227
WEED	Rocky Mount, N. C.	1420	250 d., 100 n.	318
WEEI	Boston, Mass.	590	5000 d., 1000 n.	262
WEEU	Reading, Pa.	830	1000	349
WELI	New Haven, Conn.	900	500	207
WELL	Battle Creek, Mich.	1420	100	267
WEMP	Milwaukee, Wisc.	1310	100	395
WENR	Chicago, Ill.	870	50000	227
WEOA	Evansville, Ind.	1370	250 d., 100 n.	235
WESG	Elmira, N. Y.	1040	1000	
		S.A.850		304
WEST	Easton, Pa.	1200	250 d., 100 n.	342
WEVD	New York, N. Y.	1300	1000	306
WEW	St. Louis, Mo.	760	1000	285
WEXL	Royal Oak, Mich.	1310	50	273
WFAA	Dallas, Tex.	800	50000	366
WFAB	New York, N. Y.	1300	1000	307
WFAM	South Bend, Ind.	1200	100	239
WFAS	White Plains, N. Y.	1210	100	313
WFBC	Greenville, S. C.	1300	5000 d., 1000 n.	354
WFBG	Altoona, Pa.	1310	100	341
WFBL	Syracuse, N. Y.	1360	5000 d., 1000 n.	311
WFBM	Indianapolis, Ind.	1230	5000 d., 1000 n.	238
WFBR	Baltimore, Md.	1270	1000 d., 500 n.	259
WFDF	Flint, Mich.	1310	100	271
WFEA	Manchester, N. H.	1340	1000 d., 500 n.	294
WFIL	Philadelphia, Pa.	560	1000 d., 500 n.	
			C.P. 1000 S.A. 1000 n.	347
WFLA	Clearwater, Fla.	620	5000 d., 1000 n.	210
WFMD	Frederick, Md.	900	500	259
WFOR	Hattiesburg, Miss.	1370	100	278
WFOY	St. Augustine, Fla.	1210	250 d., 100 n.	214
WFTC	Kinston, N. C.	1200	250 d., 100 n.	318
WGAL	Lancaster, Pa.	1500	250 d., 100 n.	345
WGAN	Portland, Me.	640	500	257
WGAR	Cleveland, Ohio	1450	1000 d., 500 n.	326
WGAU	Athens, Ga.	C.P. 1310	250 d., 100 n.	217
WGBB	Freeport, N. Y.	1210	100	304
WGBF	Evansville, Ind.	630	1000 d., 500 n.	235
WGBI	Scranton, Pa.	880	1000 d., 500 n.	350
WGCM	Mississippi City, Miss.	1210	250 d., 100 n.	279
WGES	Chicago, Ill.	1360	1000 d., Sun. 500 n.	229
WGH	Newport News, Va.	1310	250 d., 100 n.	382
WGIL	Galesburg, Ill.	C.P. 1500	250	231

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WGL	Fort Wayne, Ind.	1370	100	
			C.P. 250 d.	235
WGN	Chicago, Ill.	720	50000	229
WGNY	Newburgh, N. Y.	1210	100	305
WGPC	Albany, Ga.	1420	100	217
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	303
WGRC	New Albany, Ind.	1370	250	238
WGRM	Grenada, Miss.	C.P. 1210	100	278
WGST	Atlanta, Ga.	890	5000 d., 1000 n.	218
WGTM	Wilson, N. C.	1310	100	318
WGVA	Indianapolis, Ind.	C.P. 1050	1000	238
WGY	Schenectady, N. Y.	790	50000	311
WHA	Madison, Wisc.	940	5000	395
WHAI	Greenfield, Mass.	C.P. 1210	250	264
WHAL	Saginaw, Mich.	C.P. 950	500	273
WHAM	Rochester, N. Y.	1150	50000	310
WHAS	Louisville, Ky.	820	50000	251
WHAT	Philadelphia, Pa.	1310	100	347
WHAZ	Troy, N. Y.	1300	1000	313
WHB	Kansas City, Mo.	860	1000	283
WHBB	Selma, Ala.	1500	100	179
WHBC	Canton, Ohio	1200	100	
			C.P. 250 d.	322
WHBF	Rock Island, Ill.	1210	250 d., 100 n.	232
WHBI	Newark, N. J.	1250	2500 d., 1000 n.	296
WHBL	Sheboygan, Wisc.	1300	250	397
WHBQ	Memphis, Tenn.	1370	100	361
WHBU	Anderson, Ind.	1210	250 d., 100 n.	234
WHBY	Green Bay, Wisc.	1200	250 d., 100 n.	394
WHDF	Calumet, Mich.	1370	250 d., 100 n.	267
WHDH	Boston, Mass.	830	1000	263
WHDL	Olean, N. Y.	1400	250	309
WHEB	Portsmouth, N. H.	740	250	294
WHEC	Rochester, N. Y.	1430	1000 d., 500 n.	310
WHEF	Kosciusko, Miss.	1500	250 d., 100 n.	279
WHFC	Cicero, Ill.	1420	250 d., 100 n.	230
WHIO	Dayton, Ohio	1260	5000 d., 1000 n.	328
WHIP	Hammond, Ind.	1480	5000	237
WHIS	Bluefield, W. Va.	1410	1000 d., 500 n.	391
WHJB	Greensburg, Pa.	620	250	342
WHK	Cleveland, Ohio	1390	2500 d., 1000 n.	327
WHKC	Columbus, Ohio	640	500	328
WHLB	Virginia, Minn.	1370	250 d., 100 n.	277
WHN	New York, N. Y.	1010	5000 d., 1000 n.	307
WHO	Des Moines, Ia.	1000	50000	242
WHOM	Jersey City, N. J.	1450	250	296
WHP	Harrisburg, Pa.	1430	1000 d.,500 n.	343
WIBA	Madison, Wisc.	1280	5000 d., 1000 n.	395
WIBG	Glenside, Pa.	970	100	342
WIBM	Jackson, Mich.	1370	250 d., 100 n.	272
WIBU	Poynette, Wisc.	1210	250 d., 100 n.	396
WIBW	Topeka, Kans.	580	5000 d., 1000 n.	248
WIBX	Utica, N. Y.	1200	250 d., 100 n.	313
WICA	Ashtabula, Ohio	940	250	322
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	205
WIL	St. Louis, Mo.	1200	250 d., 100 n.	286
WILL	Urbana, Ill.	580	1000	234
WILM	Wilmington, Del.	1420	100	208
WIND	Gary, Ind.	560	5000 d. 1000 n.	237
WINS	New York, N. Y.	1180	1000	307
WIOD-WMBF	Miami, Fla.	610	1000	212
WIP	Philadelphia, Pa.	610	1000	347
WIRE	Indianapolis, Ind.	1400	5000 d., 1000 n.	238
WIS	Columbia, S. C.	560	5000 d., 1000 n.	354
WISN	Milwaukee, Wisc.	1120	1000 d., 250 n.	396
WJAC	Johnstown, Pa.	1310	250 d., 100 n.	343
WJAG	Norfolk, Nebr.	1060	1000	291
WJAR	Providence, R. I.	890	5000 d., 1000 n.	352
WJAS	Pittsburgh, Pa.	1290	5000 d., 1000 n.	349
WJAX	Jacksonville, Fla.	900	5000 d., 1000 n.	211
WJBC	Bloomington, Ill.	1200	250 d., 100 n.	223
WJBK	Detroit, Mich.	1500	250 d., 100 n.	269
WJBL	Decatur, Ill.	1200	100	231

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJBO	Baton Rouge, La.	1120	500	253
WJBW	New Orleans, La.	1200	100	254
WJBY	Gadsden, Ala.	1210	250 d., 100 n.	178
WJDX	Jackson, Miss.	1270	5000 d., 1000 n.	278
WJEJ	Hagerstown, Md.	1210	100 d., 50 n.	260
WJIM	Lansing, Mich.	1210	250 d., 100 n.	272
WJJD	Chicago, Ill.	1130	20000	229
WJMS	Ironwood, Mich.	1420	100	271
WJNO	West Palm Beach, Fla.	1200	250 d., 100 n.	215
WJR	Detroit, Mich.	750	50000	269
WJRD	Tuscaloosa, Ala.	1200	250	180
WJSV	Washington, D. C.	1460	10000	209
WJTN	Jamestown, N. Y.	1210	250 d., 100 n.	305
WJW	Akron, Ohio	1210	250 d., 100 n.	322
WJZ	New York, N. Y.	760	50000	307
WKAQ	San Juan, Puerto Rico	1240	1000	400
WKAR	East Lansing, Mich.	850	1000	270
WKAT	Miami Beach, Fla.	1500	100	213
WKBB	East Dubuque, Ill.			
	C.P. Dubuque, Ia.	1500	250 d., 100 n.	243
WKBH	La Crosse, Wisc.	1380	1000	395
WKBN	Youngstown, Ohio	570	500	330
WKBO	Harrisburg, Pa.	1200	250 d., 100 n.	343
WKBV	Richmond, Ind.	1500	100	239
WKBW	Buffalo, N. Y.	1480	5000	303
WKBZ	Muskegon, Mich.	1500	250 d., 100 n.	272
WKEU	Griffin, Ga.	1500	100	219
WKOK	Sunbury, Pa.	1210	100	350
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	323
WKY	Oklahoma City, Okla.	900	5000 d., 1000 n.	334
WKZO	Kalamazoo, Mich.	590	1000	
			C.P. 1000 d., 250 n.	272
WLAC	Nashville, Tenn.	1470	5000	363
WLAK	Lakeland, Fla.	1310	100	211
WLAP	Lexington, Ky.	1420	250 d., 100 n.	249
WLAW	Lawrence, Mass.	680	1000	265
WLB	Minneapolis, Minn.	1250	1000	
		C.P. 760	5000	275
WLBC	Muncie, Ind.	1310	250 d., 100 n.	238
WLBL	Stevens Point, Wisc.	900	5000	397
WLBZ	Bangor, Me.	620	1000 d., 500 n.	256
WLEU	Erie, Pa.	1420	250 d., 100 n.	342
WLLH	Lowell, Mass.	1370	250 d., 100 n.	265
WLMU	Middlesboro, Ky.	C.P. 1210	250 d., 100 n.	252
WLNH	Laconia, N. H.	1310	100	293
WLS	Chicago, Ill.	870	50000	229
WLTH	Brooklyn, N. Y.	1400	500	301
WLVA	Lynchburg, Va.	1200	250 d., 100 n.	382
WLW	Cincinnati, Ohio	700	50000	
			S.A. 500000 Exp.	325
WMAL	Washington, D. C.	630	500 d., 250 n.	209
WMAQ	Chicago, Ill.	670	50000	230
WMAS	Springfield, Mass.	1420	250 d., 100 n.	265
WMAZ	Macon, Ga.	1180	1000	219
WMBC	Detroit, Mich.	1420	250 d., 100 n.	269
WMBD	Peoria, Ill.	1440	5000 d., 1000 n.	232
WMBF-WIOD	See WIOD-WMBF			
WMBG	Richmond, Va.	1350	500	383
WMBH	Joplin, Mo.	1420	250 d., 100 n.	281
WMBI	Chicago, Ill.	1080	5000	230
WMBO	Auburn, N. Y.	1310	100	
			C.P. 250.d.	300
WMBQ	Brooklyn, N. Y.	1500	100	302
WMBR	Jacksonville, Fla.	1370	250 d., 100 n.	211
WMBS	Uniontown, Pa.	1420	250	351
WMC	Memphis, Tenn.	780	5000 d., 1000 n.	361
WMCA	New York, N. Y.	570	1000	307
WMEX	Boston, Mass.	1500	250 d., 100 n.	263
WMFD	Wilmington, N. C.	1370	100	318
WMFF	Plattsburg, N. Y.	1310	250 d., 100 n.	310
WMFG	Hibbing, Minn.	1210	250 d., 100 n.	274
WMFJ	Daytona Beach, Fla.	1420	100	211
WMFO	Decatur, Ala.	1370	100	178

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMFR	High Point, N. C.	1200	100	317
WMIN	St. Paul, Minn.	1370	250 d., 100 n.	277
WMMN	Fairmont, W. Va.	890	1000 d., 500 n.	392
			C.P. 5000 d., 1000 n.	
WMPC	Lapeer, Mich.	1200	250 d., 100 n.	272
WMPS	Memphis, Tenn.	1430	1000 d., 500 n.	361
WMSD	Sheffield, Ala.	1420	100	179
WMT	Cedar Rapids, Ia.	600	5000 d., 1000 n.	241
WNAC	Boston, Mass.	1230	5000 d., 1000 n.	263
WNAD	Norman, Okla.	1010	1000	333
WNAX	Yankton, S. D.	570	5000 d., 1000 n.	357
WNBC	New Britain, Conn.	1380	250	
			C.P. 1000 d., 250 n.	207
WNBF	Binghamton, N. Y.	1500	250 d., 100 n.	300
WNBH	New Bedford, Mass.	1310	250 d., 100 n.	265
WNBX	Springfield, Vt.	1260	1000	
			S.A. 1000 d., 500 n.	380
WNBZ	Saranac Lake, N. Y.	1290	100	311
WNEL	San Juan, Puerto Rico	1290	2500 d., 1000 n.	400
WNEW	New York, N. Y.	1250	2500 d., 1000 n.	308
WNLC	New London, Conn.	1500	100	207
WNOX	Knoxville, Tenn.	1010	5000 d., 1000 n.	359
WNYC	New York, N. Y.	810	1000	309
WOAI	San Antonio, Tex.	1190	50000	375
WOC	Davenport, Ia.	1370	250 d., 100 n.	241
WOI	Ames, Ia.	640	5000	240
WOKO	Albany, N. Y.	1430	1000 d., 500 n.	300
WOL	Washington, D. C.	1310	100	
		C.P. 1230	1000	209
WOLS	Florence, S. C.	1200	100	354
WOMI	Owensboro, Ky.	C.P. 1500	250 d., 100 n.	252
WOMT	Manitowoc, Wisc.	1210	100	395
WOOD	Grand Rapids, Mich.	1270	500	271
WOPI	Bristol, Tenn.	1500	100	357
WOR	Newark, N. J.	710	50000	297
WORC	Worcester, Mass.	1280	500	266
WORK	York, Pa.	1320	1000	352
WORL	Boston, Mass.	920	500	264
WOSU	Columbus, Ohio	570	1000 d., 750 n.	328
WOV	New York, N. Y.	1130	1000	309
WOW	Omaha, Nebr.	590	5000 d., 1000 n.	292
WOWO	Fort Wayne, Ind.	1160	10000	237
WPAD	Paducah, Ky.	1420	250 d., 100 n.	252
WPAR	Parkersburg, W. Va.	1420	100	392
WPAX	Thomasville, Ga.	1210	100	219
WPAY	Portsmouth, Ohio	1370	100	329
WPEN	Philadelphia, Pa.	920	500 d., 250 n.	
			S.A. 1000 n.,	348
WPG	Atlantic City, N. J.	1100	5000	295
WPRA	Mayaguez, Puerto Rico	1370	250 d., 100 n.	400
WPRO	Providence, R. I.	630	1000 d., 500 n.	353
WPRP	Ponce, Puerto Rico	1420	250 d., 100 n.	400
WPTF	Raleigh, N. C.	680	5000	318
WQAM	Miami, Fla.	560	1000	212
WQAN	Scranton, Pa.	880	1000 d., 500 n.	350
WQBC	Vicksburg, Miss.	1360	1000	279
WQDM	St. Albans, Vt.	1390	1000	380
WQXR	New York, N. Y.	1550	1000	309
WRAK	Williamsport, Pa.	1370	250 d., 100 n.	351
WRAW	Reading, Pa.	1310	100	349
WRAX	Philadelphia, Pa.	920	500 d., 250 n.	
			S.A. 1000 n.	348
WRBL	Columbus, Ga.	1200	250 d., 100 n.	218
WRC	Washington, D. C.	950	1000 d. 500 n.	
			C.P. 5000 d., 1000 n.	210
WRDO	Augusta, Me.	1370	100	256
WRDW	Augusta, Ga.	1500	250 d., 100 n.	218
WREC	Memphis, Tenn.	600	5000 d., 1000 n.	361
WREN	Lawrence, Kans.	1220	5000 d., 1000 n.	247
WRGA	Rome, Ga.	1500	250 d., 100 n.	219
WRJN	Racine, Wisc.	1370	250 d., 100 n.	396
WRNL	Richmond, Va.	880	500	383
WROK	Rockford, Ill.	1410	1000 d., 500 n.	232

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WROL	Knoxville, Tenn.	1310	250 d., 100 n.	359
WRR	Dallas, Tex.	1280	500	367
WRTD	Richmond, Va.	1500	100	384
WRUF	Gainesville, Fla.	830	5000	211
WRVA	Richmond, Va.	1110	5000	384
WSAI	Cincinnati, Ohio	1330	5000 d., 1000 n.	325
WSAJ	Grove City, Pa.	1310	100	343
WSAL	Salisbury, Md.	1200	250	260
WSAN	Allentown, Pa.	1440	500	341
WSAR	Fall River, Mass.	1450	1000	264
WSAU	Wausau, Wisc.	1370	100	397
WSAY	Rochester, N. Y.	1210	100	310
WSAZ	Huntington, W. Va.	1190	1000	392
WSB	Atlanta, Ga.	740	50000	218
WSBC	Chicago, Ill.	1210	250 d., 100 n.	230
WSBT	South Bend, Ind.	1360	500	239
WSFA	Montgomery, Ala.	1410	1000 d., 500 n.	179
WSGN	Birmingham, Ala.	1310	250 d., 100 n.	177
WSIX	Nashville, Tenn.	1210	250 d., 100 n.	363
WSJS	Winston-Salem, N. C.	1310	100	319
WSM	Nashville, Tenn.	650	50000	363
WSMB	New Orleans, La.	1320	1000	
			C.P. 5000 d.	254
WSMK	Dayton, Ohio	1380	200	329
WSNJ	Bridgeton, N. J.	1210	100	295
WSOC	Charlotte, N. C.	1210	250 d., 100 n.	315
WSPA	Spartanburg, S. C.	920	1000	354
WSPD	Toledo, Ohio	1340	5000 d., 1000 n.	329
WSPR	Springfield, Mass.	1140	500	266
WSUI	Iowa City, Ia.	880	1000 d., 500 n.	243
WSUN	St. Petersburg, Fla.	620	5000 d., 1000 n.	214
WSVA	Harrisonburg, Va.	550	500	381
WSVS	Buffalo, N. Y.	1370	50	303
WSYB	Rutland, Vt.	1500	100	380
WSYR-WSYU	Syracuse, N. Y.	570	1000	311 & 313
WTAD	Quincy, Ill.	900	1000	232
WTAG	Worcester, Mass.	580	1000	266
WTAL	Tallahassee, Fla.	1310	100	
			C.P. 250 d.	215
WTAM	Cleveland, Ohio	1070	50000	327
WTAQ	Green Bay, Wisc.	1330	1000	394
WTAR	Norfolk, Va.	780	1000	382
WTAW	College Station, Tex.	1120	500	366
WTAX	Springfield, Ill.	1210	100	233
WTBO	Cumberland, Md.	800	250	259
WTCN	Minneapolis, Minn.	1250	5000 d., 1000 n.	275
WTEL	Philadelphia, Pa.	1310	100	348
WTHT	Hartford, Conn.	1200	100	206
WTIC	Hartford, Conn.	1060	50000	206
		S.A. 1040		
WTJS	Jackson, Tenn.	1310	250 d., 100 n.	359
WTMJ	Milwaukee, Wisc.	620	5000 d., 1000 n.	396
WTMV	East St. Louis, Ill.	1500	250 d., 100 n.	231
WTNJ	Trenton, N. J.	1280	500	297
WTOC	Savannah, Ga.	1260	1000	
			C..P 5000 d.	219
WTOL	Toledo, Ohio	C.P. 1200	100	330
WTRC	Elkhart, Ind.	1310	250 d., 100 n.	234
WVFW	Brooklyn, N. Y.	1400	500	302
WWAE	Hammond, Ind.	1200	100	237
WWJ	Detroit, Mich.	920	5000 d., 1000 n.	
			S.A. 5000	269
WWL	New Orleans, La.	850	10000	
			C.P. 50000	255
WWNC	Asheville, N. C.	570	1000	315
WWRL	Woodside, N. Y.	1500	250 d., 100 n.	313
WWSW	Pittsburgh, Pa.	1500	250 d., 100 n.	349
WWVA	Wheeling, W. Va.	1160	5000	393
WXYZ	Detroit, Mich.	1240	1000	269

STATIONS BY CITIES
WITH MAJOR NETWORK AFFILIATIONS

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; NB—National Broadcasting Co. Blue Network; NR—National Broadcasting Co. Red Network.

City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR	
Aberdeen, Wash.	KXRO	M
Abilene, Kansas	KFBI	
Abilene, Texas	KRBC	
Ada, Okla.	KADA	M
Akron, Ohio	WADC	C
	WJW	
Alamosa, Colo.	KGIW	
Albany, Ga.	WGPC	
Albany, N. Y.	WABY	NB
	WOKO	C
Albert Lea, Minn.	KATE	
Albuquerque, N. M.	KGGM	
	KOB	NB-NR
Alexandria, La.	KALB	
Allentown, Pa.	WCBA	
	WSAN	NB-NR
Altoona, Pa.	WFBG	
Amarillo, Texas	KGNC	NB-NR
Ames, Iowa	WOI	
Anchorage, Alaska	KFQD	
Anderson, Ind.	WHBU	
Anderson, S. C.	WAIM	C
Ardmore, Okla.	KVSO	M
Asbury Park, N. J.	WCAP	
Asheville, N. C.	WWNC	NB-NR
Ashland, Ky.	WCMI	
Ashtabula, Ohio	WICA	
Astoria, Ore.	KAST	
Athens, Ga.	WGAU	
Atlanta, Ga.	WAGA	NB
	WATL	
	WGST	C
	WSB	NR
Atlantic City, N. J.	WPG	C
Auburn, N. Y.	WMBO	
Augusta, Ga.	WRDW	C
Augusta, Me.	WRDO	M
Austin, Texas	KNOW	C
	KTBC	
Bakersfield, Calif.	KERN	NB-NR
	KPMC	M
Baltimore, Md.	WBAL	NB-M
	WCAO	C
	WCBM	
	WFBR	NR
Bangor, Me.	WABI	
	WLBZ	C-M
Baton Rouge, La.	WJBO	NB
Battle Creek, Mich.	WELL	
Bay City, Mich.	WBCM	
Beaumont, Tex.	KFDM	NB-NR
Bellingham, Wash.	KVOS	M
Berkeley, Calif.	KRE	
Beverly Hills, Calif.	KMPC	
Big Spring, Tex.	KBST	
Billings, Mont.	KGHL	NB-NR
Binghamton, N. Y.	WNBF	C
Birmingham, Ala.	WAPI	C
	WBRC	NR
	WSGN	NB
Bismarck, N. D.	KFYR	NB-NR
Bloomington, Ill.	WJBC	
Bluefield, W. Va.	WHIS	
Blytheville, Ark.	KLCN	
Boise, Ida.	KIDO	NB-NR
Boone, Iowa.	KFGQ	
Boston, Mass.	WAAB	M
	WBZ	NB
	WBZA	NB
	WCOP	
	WEEI	C
	WHDH	
	WMEX	
	WNAC	NR
	WORL	
Brady, Texas	KNEL	
Bridgeport, Conn.	WICC	NB-M
Bridgeton, N. J.	WSNJ	
Bristol, Tenn.	WOPI	
Brookings, S. D.	KFDY	
Brooklyn, N. Y.	WARD	
	WBBC	
	WBBR	
	WCNW	
	WLTH	
	WMBQ	
	WVFW	
Brownsville, Texas	KGFI	
Buffalo, N. Y.	WBEN	NR
	WBNY	
	WEBR	NB
	WGR	C
	WKBW	C
	WSVS	
Burlington, Vt.	WCAX	
Butte, Mont.	KGIR	NB-NR
Calumet, Mich.	WHDF	
Camden, N. J.	WCAM	
Canton, N. Y.	WCAD	
Canton, Ohio	WHBC	
Cape Girardeau, Mo.	KFVS	
Carlsbad, N. M.	KLAH	
Carthage, Ill.	WCAZ	
Casper, Wyoming	KDFN	
Cedar City, Utah	KSUB	

City and State	Call Letters	Major Network
Cedar Rapids, Iowa	WMT	NB-M
Centralia-Chehalis, Wash.	KELA	
Champaign, Ill.	WDWS	
Charleston, S. C.	WCSC	NB-NR
Charleston, W. Va.	WCHS	C
Charlotte, N. C.	WBT	C
	WSOC	NB-NR
Charlottesville, Va.	WCHV	
Chattanooga, Tenn.	WAPO	
	WDOD	C
Chicago, Ill.	WAAF	
	WBBM	C
	WCBD	
	WCFL	NB-NR
	WCRW	
	WEDC	
	WENR	NB
	WGES	
	WGN	M
	WJJD	
	WLS	NB
	WMAQ	NR
	WMBI	
	WSBC	
Chico. Calif.	KHSL	
Cicero, Ill.	WHFC	
Cincinnati, Ohio	WCKY	NB-NR
	WCPO	
	WKRC	C
	WLW	NB-NR-M
	WSAI	NB-NR-M
Clarksburg, W. Va.	WBLK	
Clay Center, Nebr.	KMMJ	
Clayton, Mo.	KFUO	
Clearwater, Fla.	WFLA	NB-NR
Cleveland, Ohio.	WCLE	M
	WGAR	C
	WHK	NB-M
	WTAM	NR
Clovis, N. M.	KICA	
Coeur d'Alene, Ida.	KGCI	
Coffeyville, Kans.	KGGF	M
College Station, Tex.	WTAW	
Colorado Springs, Colo.	KVOR	C
Columbia, Mo.	KFRU	
Columbia, S. C.	WIS	NB-NR
Columbus, Ga.	WRBL	
Columbus, Ohio	WBNS	C
	WCOL	NB-NR
	WHKC	M
	WOSU	
Corpus Christi, Tex.	KRIS	NB-NR
Corsicana, Texas	KAND	
Corvallis, Ore.	KOAC	
Cumberland, Md.	WTBO	
Dallas, Tex.	KRLD	C
	WFAA	NB-NR
	WRR	M
Danville, Va.	WBTM	
Davenport, Iowa	WOC	C
Dayton, Ohio	WHIO	C
	WSMK	
Daytona Beach, Fla.	WMFJ	
Decatur, Ala.	WMFO	
Decatur, Ill.	WJBL	
Decorah, Iowa	KGCA	
	KWLC	
Denver, Colo.	KFEL	M
	KLZ	C
	KOA	NR
	KPOF	
	KVOD	NB
Des Moines, Iowa	KRNT	C
	KSO	NB-M
	WHO	NR
Detroit, Mich.	WJBK	
	WJR	C
	WMBC	
	WWJ	NR
	WXYZ	NB
Devil's Lake, N. D.	KDLR	
Dodge City, Kans.	KGNO	
Dotham, Ala.	WAGF	
Dublin, Texas	KFPL	
Dubuque, Ia.	KDTH	
	WKBB	C
Duluth, Minn.	KDAL	C
	WEBC	NB-NR
Durango, Colo.	KIUP	
Durham, N. C.	WDNC	C
East Lansing, Mich.	WKAR	
East St. Louis, Ill.	WTMV	
Easton, Pa.	WEST	
Eau Claire, Wis.	WEAU	
El Centro, Calif.	KXO	M
El Dorado, Ark.	KELD	
Elk City, Okla.	KASA	
Elkhart, Ind.	WTRC	
Elmira, N. Y.	WESG	C
El Paso, Tex.	KROD	
	KTSM	NB-NR
	WDAH	
Enid, Okla.	KCRC	M
Erie, Pa.	WLEU	NB
Eugene, Ore.	KORE	M
Eureka, Calif.	KIEM	M
Evansville, Ind.	WEOA	C
	WGBF	NB-NR
Everett, Wash.	KRKO	
Fairmont, W. Va.	WMMN	C
Fall River, Mass.	WSAR	M
Fargo, N. D.	WDAY	NB-NR
Fergus Falls, Minn.	KGDE	
Flint, Mich.	WFDF	
Florence, S. C.	WOLS	
Fond du Lac, Wis.	KFIZ	
Fort Smith, Ark.	KFPW	
Fort Wayne, Ind.	WGL	NB-NR
	WOWO	NB
Fort Worth, Tex.	KFJZ	
	KTAT	M
	WBAP	NB-NR
Frederick, Md.	WFMD	
Freeport, N. Y.	WGBB	
Fresno, Calif.	KARM	C
	KMJ	NB-NR
Gadsden, Ala.	WJBY	
Gainesville, Fla.	WRUF	

City and State	Call Letters	Major Network
Galesburg, Ill.	WGIL	
Gallup, N. M.	KAWM	
Galveston, Texas	KLUF	
Garden City, Kans.	KIUL	
Gary, Ind.	WIND	
Glendale, Calif.	KIEV	
Glenside, Pa.	WIBG	
Grand Forks, N. D.	KFJM	
Grand Junction, Colo.	KFXJ	
Grand Rapids, Mich.	WASH	
	WOOD	NB-NR
Great Bend, Kans.	KVGB	
Great Falls, Mont.	KFBB	C
Greeley, Colo.	KFKA	M
Green Bay, Wisc.	WHBY	
	WTAQ	C
Greenfield, Mass.	WHAI	
Greenville, S. C.	WFBC	NB-NR
Greenville, Tex.	KGVL	
Greensboro, N. C.	WBIG	C
Greensburg, Pa.	WHJB	
Grenada, Miss.	WGRM	
Griffin, Ga.	WKEU	
Grove City, Pa.	WSAJ	
Hagerstown, Md.	WJEJ	
Hammond, Ind.	WHIP	
	WWAE	
Harrisburg, Ill.	WEBQ	
Harrisburg, Pa.	WHP	C
	WKBO	
Harrisonburg, Va.	WSVA	
Hartford, Conn.	WDRC	C
	WTHT	M
	WTIC	NR
Hattiesburg, Miss.	WFOR	
Hazleton, Pa.	WAZL	
Helena, Mont.	KPFA	
Hibbing, Minn.	WMFG	C
High Point, N. C.	WMFR	
Hilo, Hawaii	KHBC	
Hobbs, N. M.	KWEW	
Hollywood, Calif.	KFWB	
Honolulu, Hawaii	KGMB	C-M
	KGU	NB-NR
Hot Springs, Ark.	KTHS	NB-NR
Houston, Texas	KPRC	NR
	KTRH	C
	KXYZ	NB
Huntington, W. Va.	WSAZ	
Huntsville, Ala.	WBHP	
Huron, S. D.	KGDY	
Hutchinson, Kans.	KWBG	
Idaho Falls, Ida.	KID	
Indianapolis, Ind.	WGVA	
	WFBM	C
	WIRE	NR-M
Iowa City, Iowa	WSUI	
Ironwood, Mich.	WJMS	
Jackson, Mich.	WIBM	
Jackson, Miss.	WJDX	NR
Jackson, Tenn.	WTJS	
Jacksonville, Fla.	WJAX	NB-NR
	WMBR	C
Jamestown, N. Y.	WJTN	NB
Jamestown, N. D.	KRMC	
Janesville, Wisc.	WCLO	
Jefferson City, Mo.	KWOS	
Jerome, Ariz.	KCRJ	
Jersey City, N. J.	WAAT	
	WHOM	
Johnstown, Pa.	WJAC	
Joliet, Ill.	WCLS	
Jonesboro, Ark.	KBTM	
Joplin, Mo.	WMBH	
Juneau, Alaska	KINY	
Kalamazoo, Mich.	WKZO	
Kalispell, Mont.	KGEZ	
Kansas City, Kans.	KCKN	
Kansas City, Mo.	KCMO	
	KMBC	C
	KXBY	
	WDAF	NR
	WHB	M
Kearney, Nebr.	KGFW	
Ketchikan, Alaska	KGBU	
Kilgore, Texas	KOCA	
Kinston, N. C.	WFTC	
Klamath Falls, Ore.	KFJI	
Knoxville, Tenn.	WNOX	C
	WROL	NB-NR
Kosciusko, Miss.	WHEF	
Laconia, N. H.	WLNH	M
LaCrosse, Wisc.	WKBH	C
Lafayette, La.	KVOL	
La Grande, Ore.	KLBM	
LaJunta, Colo.	KOKO	
Lake Charles, La.	KPLC	
Lakeland, Fla.	WLAK	
Lamar, Colo.	KIDW	
Lancaster, Pa.	WGAL	
Lansing, Mich.	WJIM	
Lapeer, Mich.	WMPC	
Laurel, Miss.	WAML	
Lawrence, Kans.	KFKU	
	WREN	NB
Lawrence, Mass.	WLAW	
Lewiston, Ida.	KRLC	
Lewistown, Mont.	KDNC	
Lexington, Ky.	WLAP	
Lima, Ohio.	WBLY	
Lincoln, Nebr.	KFAB	C
	KFOR	M
Little Rock, Ark.	KARK	NB-NR
	KGHI	
	KLRA	C
Long Beach, Calif.	KFOX	
	KGER	
Longview, Texas	KFRO	
Longview, Wash.	KWLK	
Los Angeles, Calif.	KECA	NB
	KEHE	
	KFAC	
	KFI	NR
	KFSG	
	KFVD	
	KGFJ	
	KHJ	M
	KMTR	
	KNX	C
	KRKD	
Louisville, Ky.	WAVE	NB-NR
	WHAS	C
Lowell, Ariz.	KSUN	
Lowell, Mass.	WLLH	M
Lubbock, Texas	KFYO	
Lufkin, Texas	KRBA	
Lynchburg, Va.	WLVA	
Macon, Ga.	WMAZ	C
Madison, Wisc.	WHA	
	WIBA	NB-NR
Manchester, N. H.	WFEA	NB-NR-M
Mandan, N. D.	KGCU	
Manhattan, Kans.	KSAC	
Manitowoc, Wisc.	WOMT	
Mankato, Minn.	KYSM	
Marquette, Mich.	WBEO	
Marshalltown, Ia.	KFJB	
Marshfield, Ore.	KOOS	
Mason City, Iowa	KGLO	C
Mayaguez, P. R.	WPRA	
Medford, Ore.	KMED	NB-NR
Memphis, Tenn.	WHBQ	
	WMC	NR

City and State	Call Letters	Major Network
	WMPS	NB
	WREC	C
Merced, Calif.	KYOS	
Meridian, Miss.	WCOC	C
Miami, Fla.	WIOD-WMBF	NB-NR
	WQAM	C
Miami Beach, Fla.	WKAT	
Middlesboro, Ky.	WLMU	
Midland, Texas	KRLH	
Milwaukee, Wisc.	WEMP	
	WISN	C
	WTMJ	NB-NR
Minneapolis, Minn.	WCCO	M
	WDGY	C
	WLB	
	WTCN	NB
Minot, N. D.	KLPM	
Mississippi City, Miss.	WGCM	
Missoula, Mont.	KGVO	C
Mobile, Ala.	WALA	C
Modesto, Calif.	KTRB	
Monroe, La.	KMLB	
Monterey, Calif	KDON	M
Montgomery, Ala.	WSFA	C
Moorhead, Minn.	KVOX	
Muncie, Ind.	WLBC	
Muskegon, Mich.	WKBZ	
Muskogee, Okla.	KBIX	M
Nampa, Ida.	KFXD	
Nashville, Tenn.	WLAC	C
	WSIX	
	WSM	NB-NR-M
New Albany, Ind.	WGRC	
Newark, N. J.	WHBI	
	WOR	M
New Bedford, Mass.	WNBH	M
New Britain, Conn.	WNBC	
Newburgh, N. Y.	WGNY	
New Haven, Conn.	WELI	
New London, Conn.	WNLC	M
New Orleans, La.	WBNO	
	WDSU	NB
	WJBW	
	WSMB	NR
	WWL	C
Newport News, Va.	WGH	
New York	WABC	C
	WBIL	
	WBNX	
	WEAF	NR
	WEVD	
	WFAB	
	WHN	
	WINS	
	WJZ	NB
	WMCA	
	WNEW	
	WNYC	
	WOV	
	WQXR	
Norfolk, Nebr.	WJAG	
Norfolk, Va.	WTAR	NB-NR
Norman, Okla.	WNAD	
Northfield, Minn.	WCAL	
North Platte, Neb.	KGNF	
Oakland, Calif.	KLX	
	KLS	
	KROW	
Ogden, Utah.	KLO	NB
Oklahoma City, Okla.	KFXR	
	KOMA	C
	KTOK	M
	WKY	NB-NR
Okmulgee, Okla.	KHBG	
Olean, N. Y.	WHDL	
Olympia, Wash.	KGY	M
Omaha, Nebr.	KOIL	NB-M
	WAAW	
	WOW	NR
Orlando, Fla.	WDBO	C
Owensboro, Ky.	WOMI	
Paducah, Ky.	WPAD	
Palestine, Tex.	KNET	
Pampa, Texas	KPDN	
Paris, Texas	KPLT	
Parkersburg, W. Va.	WPAR	C
Pasadena, Calif.	KPPC	
Pecos, Texas	KIUN	
Pensacola, Fla.	WCOA	C
Peoria, Ill.	WMBD	C
Philadelphia, Pa.	KYW	NR
	WCAU	C
	WDAS	
	WFIL	NB-M
	WHAT	
	WIP	
	WPEN	
	WRAX	
	WTEL	
Phoenix, Ariz.	KOY	C
	KTAR	NB-NR
Pierre, S. D.	KGFX	
Pine Bluff, Ark.	KOTN	
Pittsfield, Mass.	WBRK	C
Pittsburg, Kans.	KOAM	NB-NR
Pittsburgh, Pa.	KDKA	NB
	KQV	
	WCAE	NR-M
	WJAS	C
	WWSW	
Plattsburg, N. Y.	WMFF	
Pocatello, Ida.	KSEI	
Ponca City, Okla.	WBBZ	M
Ponce, Puerto Rico	WPRP	
Poplar Bluff, Mo.	KWOC	
Port Arthur, Tex.	KPAC	
Portland, Me.	WCSH	NR
	WGAN	
Portland, Ore.	KALE	M
	KBPS	
	KEX	NB
	KGW	NR
	KOIN	C
	KWJJ	
	KXL	
Portsmouth, N. H.	WHEB	
Portsmouth, Ohio	WPAY	
Poynette, Wis.	WIBU	
Presque Isle, Me.	WAGM	
Price, Utah	KEUB	
Providence, R. I.	WEAN	NB-M
	WJAR	NR
	WPRO	C
Pueblo, Colo.	KGHF	NB-NR
Pullman, Wash.	KWSC	
Quincy, Ill.	WTAD	
Racine, Wisc.	WRJN	
Raleigh, N. C.	WPTF	NB-NR
Rapid City, S. D.	KOBH	
	WCAT	
Reading, Pa.	WEEU	
	WRAW	
Red Bank, N. J.	WBRB	
Redding, Calif.	KVCV	
Reno, Nev.	KOH	C
Richmond, Ind.	WKBV	
Richmond, Va.	WBBL	
	WMBG	NR
	WRNL	
	WRTD	NB
	WRVA	C-M
Roanoke, Va.	WDBJ	C
Rochester, Minn.	KROC	
Rochester, N. Y.	WHAM	NB
	WHEC	C
	WSAY	
Rockford, Ill.	WROK	
Rock Island, Ill.	WHBF	
Rock Springs, Wyo.	KVRS	
Rocky Mount, N. C.	WEED	
Rome, Ga.	WRGA	
Roseburg, Ore.	KRNR	M
Roswell, N. M.	KGFL	
Royal Oak, Mich.	WEXL	
Rutland, Vt.	WSYB	
Sacramento, Calif.	KFBK	NB-NR
	KROY	C
Saginaw, Mich.	WHAL	

City and State	Call Letters	Major Network
St. Albans, Vt.	WQDM	
St. Augustine, Fla.	WFOY	
St. Cloud, Minn.	KFAM	
St. Joseph, Mo.	KFEQ	
St. Louis, Mo.	KMOX	C
	KSD	NR
	KWK	NB-M
	KXOK	
	WEW	
	WIL	
St. Paul, Minn.	KSTP	NR
	WMIN	
St. Petersburg, Fla.	WSUN	NB-NR
Salem, Ore.	KSLM	M
Salina, Kans.	KSAL	
Salisbury, Md.	WSAL	
Salt Lake City, Utah	KDYL	NR
	KSL	C
	KUTA	
San Angelo, Tex.	KGKL	
San Antonio, Tex.	KABC	
	KMAC	
	KONO	
	KTSA	C
	WOAI	NB-NR
San Bernardino, Calif.	KFXM	M
San Diego, Calif.	KFSD	NB
	KGB	M
San Francisco, Calif.	KFRC	M
	KGGC	
	KGO	NB
	KJBS	
	KPO	NR
	KSFO	C
	KYA	
San Jose, Calif.	KQW	M
San Juan, P. R.	WKAQ	
	WNEL	
San Luis Obispo, Calif.	KVEC	
Santa Ana, Calif.	KVOE	M
Santa Barbara, Calif.	KDB	M
	KTMS	NB
Santa Fe, N. M.	KRQA	
Santa Rosa, Calif.	KSRO	
Saranac Lake, N. Y.	WNBZ	
Savannah, Ga.	WTOC	C
Schenectady, N. Y.	WGY	NR
Scottsbluff, Nebr.	KGKY	
Scranton, Pa.	WGBI	C
	WQAN	
Seattle, Wash.	KEEN	
	KIRO	C
	KJR	NB
	KOL	M
	KOMO	NR
	KRSC	
	KTW	
	KXA	
Selma, Ala.	WHBB	
Shawnee, Okla.	KGFF	M
Sheboygan, Wisc.	WHBL	
Sheffield, Ala.	WMSD	
Shenandoah, Ia.	KFNF	
	KMA	
Sheridan, Wyo.	KWYO	
Sherman, Texas	KRRV	
Shreveport, La.	KRMD	
	KTBS	NB-NR
	KWKH	C
Siloam Springs, Ark.	KUOA	
Sioux City, Ia.	KSCJ	C
	KTRI	
Sioux Falls, S. D.	KELO	NB-NR
	KSOO	NB-NR
South Bend, Ind.	WFAM	
	WSBT	C
Spartanburg, S. C.	WSPA	
Spokane, Wash.	KFIO	
	KFPY	C
	KGA	NB
	KHQ	NR
Springfield, Ill.	WCBS	
	WTAX	
Springfield, Mass.	WMAS	C
	WSPR	M
Springfield, Mo.	KGBX	NB-NR
	KWTO	
Springfield, Vt.	WNBX	C
Sterling, Colo.	KGEK	
Stevens Pt., Wisc.	WLBL	
Stockton, Calif.	KGDM	M
	KWG	NB-NR
Sudbury, Pa.	WKOK	
Superior, Wisc.	WDSM	
Syracuse, N. Y.	WFBL	C
	WSYR-WSYU	NB
Tacoma, Wash.	KMO	M
	KVI	C
Tallahassee, Fla.	WTAL	
Tampa, Fla.	WDAE	C
Temple, Texas	KTEM	
Terre Haute, Ind.	WBOW	NB-NR
Texarkana, Ark.	KCMC	
Thomasville, Ga.	WPAX	
Toledo, Ohio	WSPD	NB
	WTOL	
Topeka, Kans.	WIBW	C
Trenton, N. J.	WTNJ	
Troy, N. Y.	WHAZ	
Tucson, Ariz.	KGAR	C
	KVOA	
Tulsa, Okla.	KTUL	C
	KVOO	NB-NR
Tuscaloosa, Ala.	WJRD	
Tuscola, Ill.	WDZ	
Twin Falls, Ida.	KTFI	
Tyler, Texas	KGKB	
Uniontown, Pa.	WMBS	
Urbana, Ill.	WILL	
Utica, N. Y.	WIBX	C
Valley City, N. D.	KOVC	
Vermilion, S. D.	KUSD	
Vicksburg, Miss.	WQBC	
Virginia, Minn.	WHLB	C
Visalia, Calif.	KTKC	
Waco, Texas	WACO	C
Walla Walla, Wash.	KUJ	
Washington, D. C.	WJSV	C
	WMAL	NB
	WOL	M
	WRC	NR
Waterbury, Conn.	WATR	
	WBRY	M
Waterbury, Vt.	WDEV	
Watertown, S. D.	KWTN	
Watsonville, Calif.	KHUB	
Wausau, Wisc.	WSAU	
Waycross, Ga.	WAYX	
Wenatchee, Wash.	KPQ	M
Weslaco, Texas	KRGV	NB-NR
West Palm Beach, Fla.	WJNO	C
West Lafayette, Ind.	WBAA	
Wheeling, W. Va.	WWVA	C
White Plains, N. Y.	WFAS	
Wichita, Kans.	KANS	NB-NR
	KFH	C
Wichita Falls, Tex.	KGKO	C
Wilkes-Barre, Pa.	WBAX	
	WBRE	NB-NR
Williamsport, Pa.	WRAK	
Wilmington, Del.	WDEL	NR
	WILM	
Wilmington, N. C.	WMFD	
Wilson, N. C.	WGTM	
Winona, Minn.	KWNO	
Winston Salem, N. C.	WAIR	
	WSJS	C
Wolf Point, Mont.	KGCX	
Woodside, N. Y.	WWRL	
Worcester, Mass.	WORC	C
	WTAG	NR
Yakima, Wash.	KIT	M
Yankton, S. Dak.	WNAX	C
York, Pa.	WORK	NB-NR
Youngstown, Ohio	WKBN	C
Yuma, Arizona	KUMA	
Zanesville, Ohio	WALR	
Zarephath, N. J.	WAWZ	

BROADCASTING STATIONS

The following list of stations is arranged in alphabetical order as to states and territories and cities therein.

Every effort has been made to present accurate and complete information in a self explanatory method. In order to obtain this information, more than 800 questionnaires were sent to the stations early in December. After some second requests, less than 50 questionnaires remained unanswered or went astray. Data in these cases was compiled from sources considered reliable. In every case, however, corrections were made up to the time of going to press, to insure keeping pace with late developments.

RADIO ANNUAL has purposely refrained from including such fluctuating data as belong to the rate card. For such information, the reader is referred to the station itself, its representative or the current issu of STANDARD RATE and DATA. . . .

ALABAMA

Population 2,895,000

Number of Families 640,720 — Number of Radio Homes 293,940

Retail Sales $337,217,000 — Auto Registrations 297,292

WAPI

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1140 Kc. POWER: 5000 Watts. OWNED BY: Alabama Polytechnic Institute, University of Alabama and Alabama College. OPERATED BY: Voice of Alabama, Inc.* BUSINESS ADDRESS: Protective Life Bldg. STUDIO ADDRESS 14th floor, same building. TRANSMITTER LOCATION: Sandusky. TIME ON THE AIR: Full daytime schedule; alternate night schedule (with KVOO). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Pub.

PERSONNEL

President & Genl. Mgr. . . . . Thad Holt
Commercial Manager . . . . . Dewey Long

POLICIES

Has been taking beer and light wine accounts but no hard liquor.

REPRESENTATIVE

Radio Sales

* New operating company known as Voice of Alabama, Inc., (with CBS owning 45 per cent of the stock) scheduled to take over this station as lessees. Up to the time of going to press the FCC had not yet granted its permission.

♦

WBRC

"ALABAMA'S DOMINANT STATION"

BIRMINGHAM—EST. 1925

NBC—(RED)

FREQUENCY: 930 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Birmingham Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Bankhead Hotel. PHONE: 3-9293. STUDIO ADDRESS: Bankhead Hotel. TRANSMITTER LOCATION: Coalburg. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Birmingham Post, Southern Radio News. NEWS SERVICE: International News Service.

PERSONNEL

President . . . . . K. G. Marshall
Commercial Manager . . . . . K. G. Marshall
Ass't Manager . . . . . John M. Connolly
Station Manager . . . . . J. C. Bell
Sales Manager . . . . . J. C. Bell
Musical Director . . . . . W. D. Rushing
Chief Engineer . . . . . J. C. Bell

POLICIES

Station bans the broadcasting of hard liquor but does permit announcements for beer and wines. Policy in regard to patent medicines is that their announcement copy must be submitted to station for approval before acceptance.

Merchandising: Merchandising and exploitation features in connection with commercial programs at cost.

♦

WSGN

"THE NEWS-AGE-HERALD STATION"

BIRMINGHAM—EST. 1927

NBC (BLUE) DIXIE

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: R. B. Broyles Co. OPERATED BY: The Birmingham News Co. BUSINESS ADDRESS: Tutwiler Hotel. PHONE: 2184. STUDIO ADDRESS: Tutwiler Hotel. TRANSMITTER LOCATION: Druid Hills. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: The Birmingham News, The Birmingham Age-Herald. NEWS

SERVICE: International News Service; TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

V-P. and Gen. Mgr.....Henry P. Johnston
Chief Engineer.....P. B. Cram
Program Director.....Bob McRaney
Production Manager.....Ira Leslie

POLICIES

Accept beer, but not whiskey—foreign language when English version is furnished.

Merchandise via mail letters to trade, contact accounts, at cost to sponsor — have access to newspaper publicity so long as sponsor's name does not appear in the columns of paper.

REPRESENTATIVE

Kelly Smith Company

♦

WMFO

"HEART OF THE TENN. VALLEY"

DECATUR—EST. 1935

ALABAMA MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: 418½ Second Ave. PHONE: Decatur 1010. STUDIO ADDRESS: 418½ Second Ave. TRANSMITTER LOCATION: 418½ Second Ave. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Birmingham Post, Southern Radio News (Cooperative only). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....James R. Doss, Jr.
Commercial Manager.....R. H. Albright
Advertising Manager.....Ted R. Woodard
Artists' Bureau Head.....M. E. Summer
Chief Announcer.....A. M. Smith
Station Manager.....Ted R. Woodard
Sales Manager.....R. H. Albright
Publicity Director.....Ted R. Woodard
Musical Director.....Cois Lowery
Chief Engineer.....Rex White

POLICIES

Local County option laws (Morgan County is Dry) according to state statutes prohibits liquor advertising in dry counties.

Merchandising through Window Cards, Posters, Direct Mail and Newspaper listings. Also advance "Plugs" from Station.

REPRESENTATIVE

J. J. Devine & Assoc.

♦

WAGF

"THE TRI-STATES STATION"

DOTHAN—EST. 1932

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Dothan Broadcasting Co. OPERATED BY: Dothan Broadcasting Co. BUSINESS ADDRESS: 204½ E. Main St. PHONE: 1430. STUDIO ADDRESS: 204½ E. Main St. TRANSMITTER LOCATION: S. E. Ala. Fairgrounds. TIME ON THE AIR: 8:00 A.M. to local sunset. NEWS SERVICE: Transradio Press.

PERSONNEL

Station Manager.....Julian C. Smith
Commercial Manager.....Fred Moseley
Chief Announcer.....Samuel Hall
Chief Engineer.....John T. Hubbard

POLICIES

Does not accept liquor Announcements. Wines and Beer accepted. No Foreign language element in this territory.

No special merchandising policies.

REPRESENTATIVE

J. J. Devine & Assoc.

♦

WJBY

GADSDEN—EST. 1928

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Gadsen Broadcasting Co., Inc. OPERATED BY: Gadsden Broadcasting Co., Inc. BUSINESS ADDRESS: 108 Broad St. PHONE: 88. STUDIO ADDRESS: 108 Broad St. TRANSMITTER LOCATION: 108 Broad St. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....B. H. Hopson
Commercial Manager.....J. W. Buttram
Advertising Manager.....J. W. Buttram
Station Manager.....J. W. Buttram
Sales Manager.....J. W. Buttram
Publicity Director.....Ed. Mullinax
Chief Engineer.....Vernon Story

POLICIES

No liquor advertising accepted.

Merchandising includes Radio NewsGrams. Letters to the trade. Publicity and program listings in the Southern Radio News and the Gadsden Free Press.

REPRESENTATIVE

Norman Craig, N. Y., and Sears & Ayer, Chicago

♦

WBHP

"SERVING THOUSANDS THROUGHOUT THE TENNESSEE VALLEY"

HUNTSVILLE—EST. 1937

ALABAMA MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: W. H. Pollard. OPERATED BY: W. H. Pollard. BUSINESS ADDRESS: Time's Bldg. PHONE: 313. STUDIO ADDRESS: Time's Bldg. TRANSMITTER LOCATION: 1½ miles west of Huntsville. MAINTAINS ARTISTS' BUREAU. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

PERSONNEL

President.....W. H. Pollard
Commercial Manager.....John C. Hughes
Advertising Manager.....John S. Allen

Artists' Bureau Head .....Weston Britt
Chief Announcer .....Vance Brooks
Station Manager .....W. H. Pollard
Sales Manager .....John S. Allen
Musical Director .....Weston Britt
Chief Engineer .....M. C. Davie, Jr.

POLICIES

Does not accept liquor or foreign language programs.

REPRESENTATIVE

J. J. Devine & Assoc.

♦

WALA

MOBILE—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: W. O. Pape. OPERATED BY: Pape Broadcasting Company. BUSINESS ADDRESS: 106 St. Joseph St. PHONE: Dexter 5893-4. STUDIO ADDRESS: 106 St. Joseph St. TRANSMITTER LOCATION: Mobile. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTON SERVICE: NBC Thesaurus.

PERSONNEL

General Manager.....W. O. Pape
Assistant Manager.....J. H. Hunt
Artists' Bureau Head.....H. J. Grant
Sales Manager.....H. K. Martin
Musical Director.....H. J. Grant
Chief Engineer.....R. H. Cole
Chief Announcer.....H. J. Grant

POLICIES

Liquor advertising depends on local option in this state.

Merchandising: Station maintains a merchandising department which works with advertiser in any way possible to obtain satisfactory results.

♦

WSFA

"ALABAMA'S CAPITAL CITY STATION"

MONTGOMERY—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Montgomery Broadcasting Co., Inc. OPERATED BY: Montgomery Broadcasting Co., Inc. BUSINESS ADDRESS: Jefferson Davis Hotel. PHONE: Cedar 5880. STUDIO ADDRESS: Jefferson Davis Hotel. TRANSMITTER LOCATION: Jefferson Davis Hotel. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: International News Service, Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....S. G. Persons
Commercial Manager.....H. E. Pill
Advertising Manager.....H. E. Pill
Chief Announcer.....E. Caldwell Stewart
Treasurer and Gen. Mgr.....Howard E. Pill
Sales Manager.....John B. DeMotte
Publicity Director.....M. E. Price
Musical Director.....E. Caldwell Stewart
Chief Engineer.....S. G. Persons

POLICIES

No foreign language programs accepted.

Merchandising features: All mailing at clients' expense; Advertising department will detail man for dealer contacts when requested; Broadside of announcements preceding inaugural of new series of programs, giving time of program, features, etc.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

WHBB

"HEART OF THE BLACK BELT"

SELMA—EST. 1935

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Selma Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 26. PHONE: 1233. STUDIO ADDRESS: 31 Edgewood. TRANSMITTER LOCATION: Highway 80 (2 miles from town). TIME ON THE AIR: 7:00 A. M. to 9:00 P. M. (unlimited). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Station Manager.....W. J. Reynolds, Jr.
Commercial Manager.....W. J. Reynolds, Jr.
Advertising Manager.....L. D. Yates
Chief Announcer.....W. A. Coleman
Sales Manager.....L. D. Yates
Chief Engineer.....Homer Johnson

POLICIES

No stated special policies.

REPRESENTATIVE

J. J. Devine & Assoc.

♦

WMSD

"THE NEWS STATION"

SHEFFIELD—EST. 1933

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Muscle Shoals Broadcasting Corp. OPERATED BY: Muscle Shoals Broadcasting Corp. BUSINESS ADDRESS: Sheffield Hotel. PHONE: 821. STUDIO ADDRESS: Sheffield Hotel. TRANSMITTER LOCATION: Muscle Shoals City. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Mrs. E. L. Chapman
Advertising Manager.....Joe Van Sandt
Artists' Bureau Head.....Beulah Sutton
Chief Announcer.....James Connolly
Station Manager.....Joe Van Sandt
Publicity Director.....Beulah Sutton
Musical Director.....Beulah Sutton
Chief Engineer.....Bill Atkinson

POLICIES

All advertising for Alcoholic Beverages and Medicines must be checked 24 hours in advance by the Station or Office Manager.

REPRESENTATIVE

J. J. Devine & Assoc., Inc.

♦

WJRD

"BRIGHTEST DAY TIME SPOT ON YOUR DIAL"

TUSCALOOSA—EST. 1936

ALABAMA SPORTS NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: First National Bank Bldg., Box 393. PHONE: 1401-1022. STUDIO ADDRESS: First National Bank Bldg. TRANSMITTER LOCATION: Greensboro Road opposite Jug Factory Road. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Director.....James R. Doss, Jr.
Commercial Manager.....J. L. Doss
Advertising Manager.....J. L. Doss
Chief Announcer.....Gerald Little
Program and Production Manager.....Wilhelmina Quarles
Sales Manager.....J. L. Doss
Musical Director.....Wilhelmina Quarles
Chief Engineer.....E. H. Eudy

POLICIES

Local law prohibits liquor advertisements.

WJRD does not participate in promotional advertising, or schemes of any kind.

REPRESENTATIVE

J. J. Devine & Assoc.

ARIZONA

Population 412,000

Number of Families 98,780 — Number of Radio Homes 72,090

Retail Sales $121,083,000 — Auto Registrations 115,035

KCRJ

JEROME—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Charles C. Robinson. OPERATED BY: Charles C. Robinson. BUSINESS ADDRESS: Robinson's Jewelry Bldg. STUDIO ADDRESS: Robinson's Jewelry Bldg. TRANSMITTER LOCATION: Near Jerome. TIME ON THE AIR: Unlimited (actual, 9:00 A.M. to 9:00 P.M.).

POLICIES

Spanish staff service available for Spanish programs.

♦

KSUN

"BISBEE-DOUGLAS STATION"

LOWELL—EST. 1933

ARIZONA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Copper Elec. Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Lowell. PHONE: 9. STUDIO ADDRESS: Lowell. TRANSMITTER LOCATION: Lowell. TIME ON THE AIR: 9:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

PERSONNEL

President.....James S. Maffeo
Commercial Manager.....R. B. Thompson
Station Manager.....Carleton W. Morris
Sales Manager.....R. B. Thompson
Chief Engineer.....David C. Karbach

POLICIES

Will take any liquor account provided all copy is edited by station. Foreign language accounts accepted in Spanish only.

Station will cooperate in any way possible to merchandise accounts.

REPRESENTATIVE

John Blair & Company

♦

KOY

PHOENIX—EST. 1921 (as KFCB) 1929 (as KOY)

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: Salt River Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 838 N. Central. PHONE: 4-4144. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 12th St. & Camelback Rd. TIME ON THE AIR: 6:30 A.M. to 11:45 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Transcription Service, Langlois-Wentworth.

PERSONNEL

President .....William A. Baldwin
Business Manager .....J. D. Schreiber
Artists' Bureau Head .....Roberta Bragdon
Chief Announcer .....Joe Dana
Program Director .....Jack Williams
Station Manager .....Fred A. Palmer
Sales Manager .....Chas. Kennedy
Publicity Director .....Lucille Braine
Musical Director .....Ralph Waldo Emerson
Chief Engineer .....E. E. Alden

POLICIES

Policy on liquor advertising maintained in accordance with FCC requirements. Station does not accept payment for station time from Churches. Time on the air donated to such religious organizations. Schedule rotated to accommodate every church, etc., etc.

Merchandising: Special merchandising letters, cards, etc., sent out by mailing department drawing attention to certain commercial programs.

Publicity given in Phoenix Chat (local shoppers guide) in which KOY schedule is printed weekly.

REPRESENTATIVE

John Blair & Company

♦

KTAR

"SERVING ARIZONA WITH THE BEST IN RADIO"

PHOENIX—EST. 1922

NBC (Red and Blue)

FREQUENCY: 620 Kc. POWER: 1000 Watts. OWNED BY: The Arizona Republic and Electrical Equipment Co. OPERATED BY: The Arizona Republic and Electrical Equipment Co. BUSINESS ADDRESS: "Atop the Heard Bldg." PHONE: 4-4161. STUDIO ADDRESS: "Atop the Heard Bldg." TRANSMITTER LOCATION: "Atop the Heard Bldg." TIME ON THE AIR: 6:30 A.M. to 11:15 P.M. NEWSPAPER AFFILIATIONS: The Arizona Republic (morning), Phoenix Gazette (Evening), The Arizona Weekly Gazette. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Library Service, NBC Thesaurus, Standard Radio Library and MacGregor Library.

PERSONNEL

President.....Sam Kahan
Station Manager.....Richard O. Lewis
Commercial Manager.....J. R. Heath
Artists' Bureau Head.....Fay Meyerson
Publicity Director.....Hal Roach
Musical Director.....Howard Pyle
Chief Engineer.....Arthur Anderson

POLICIES

No wine or hard liquor advertising is accepted.

Maintains a policy of strict censorship in effort to prevent fraudulent, misleading and objectionable advertising. Station does not accept advertising that makes unfair attacks on groups or individuals. In attempting to present clean programs in the public interest Station will endeavor to refuse the following types of advertising: Patent Medicines of dubious character, fraudulent schools, matrimonial agencies, fortune tellers and lotteries, financial firms of questionable character, Mail order advertising which is competitive to local merchants, etc.

Merchandising: Paid listing of program in morning and evening Phoenix newspapers. Announcements regarding program time and sponsor on the air prior to program time. Other services depending on type of program and job to be done in a merchandising way.

REPRESENTATIVES

Walter Biddick Co. and E. Katz Special Advertising Agency

♦

KGAR

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM
ARIZONA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tucson Motor Service Co. OPERATED BY: Tucson Motor Service Co. BUSINESS ADDRESS: Sixth Ave. & 12th St. PHONE: Tucson 918. STUDIO ADDRESS: Sixth Ave. & 12th St. TRANSMITTER LOCATION: Tucson. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: Lang-Worth Feature Programs.

PERSONNEL

President-General Mgr.....Frank Z. Howe

POLICIES

All programs, talks and announcements are subject to station approval.

REPRESENTATIVES

Joseph Hershey McGillvra (N. Y. and Chicago)
Walter Biddick Co. (Coast)

♦

KVOA

"COVERS SOUTHERN ARIZONA LIKE THE SUNSHINE"

TUCSON—EST. 1929

FREQUENCY: 1260 Kc. POWER: 1000 Watts. OWNED BY: Arizona Broadcasting Co., OPERATED BY: Arizona Broadcasting Co. BUSINESS ADDRESS: P. O. Box 2888. PHONE: 3703. STUDIO ADDRESS: Albert Steinfeld & Co. Bldg., Pennington and Stone. TRANSMITTER LOCATION: 10th and Lee. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: Associated Press (in cooperation with the Arizona Daily Star). TRANSCRIPTION SERVICE: C. P. MacGregor & Co.

PERSONNEL

President.....Harold Steinfeld
Station Manager.....R. B. Williams
Publicity Director.....Carl C. Hickman
Musical Director.....Carl C. Hickman
Chief Engineer.....Leonard L. Nalley

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer. Foreign language accounts accepted.

Merchandising: Commercial programs sold on basis of carefully prepared merchandising campaign. All possible merchandising help given.

REPRESENTATIVES

Walter Biddick Co. and E. Katz Special Advertising Agency

♦

KUMA

"THE VOICE OF YUMA COUNTY"

YUMA—EST. 1932

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: A. H. Schermann. OPERATED BY: E. B. Sturdivant d/b Silver Crest Theaters. BUSINESS ADDRESS: P. O. Box 1871. PHONE: 88. STUDIO ADDRESS: Lee Hotel Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7-9 A.M.—11-2 P.M.—6-10 P.M. NEWS SERVICE: Local news. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

Station Manager.....E. N. Sturdivant
Chief Announcer .....D. E. Bennett
Chief Engineer.....Ted H. Kieling

POLICIES

Advertises beer, wine, but not whiskey.

Merchandising: Help with direct mail provided sponsor furnishes material. Tie-up with Yuma Daily Sun to carry program publicity, etc.

REPRESENTATIVE

Walter Biddick Co.

ARKANSAS

Population 2,048,000

Number of Families 479,380 Number of Radio Homes 213,410

Retail Sales $240,724,000 Auto Registrations 217,227

KLCN

BLYTHEVILLE—EST. 1923

FREQUENCY: 1290 Kc. POWER: 100 watts. OWNED BY: C. L. Lintzenich. OPERATED BY: Same. BUSINESS ADDRESS: Sec. & Walnut. PHONE: 123-122. STUDIO ADDRESS: 203 Main. TRANSMITTER LOCATION: Sec. & Walnut. TIME ON THE AIR: 9:00 A.M. to 5:00 P.M. NEWS SERVICE: Local news.

PERSONNEL

Owner and Operator.....C. L. Lintzenich
Advertising Manager .....C. L. Lintzenich
Chief Announcer.....A. J. Bishop
Publicity Director.....John Burns
Chief Engineer.....C. L. Lintzenich

POLICIES

No stated special policy.

♦

KELD

"IN TUNE WITH SOUTH ARKANSAS"

EL DORADO—EST. 1935

ARKANSAS NETWORK

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Radio Enterprises, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 212 Exchange Bldg. PHONE: 1313-4. STUDIO ADDRESS: P.O. Box 610 Country Club Colony. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President .....R. E. Meinert
Commercial Manager .....F. E. Bolls
Advertising Manager .....T. P. Thompson
Chief Announcer .....Leon Sipes
Station Manager .....F. E. Bolls
Publicity Director .....Leon Sipes
Musical Director .....Rodney Smith
Chief Engineer .....Charles Matthis, Jr.

POLICIES

Does not broadcast liquor announcements.

Station publishes house organ at regular intervals to aid in merchandising commercials.

♦

KFPW

"THE FRIENDLY STATION"

FORT SMITH—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Southwestern Hotel Co. OPERATED BY: Same. BUSINESS ADDRESS: Goldman Hotel. PHONE: 4106-7-7069. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press, Transradio Press and local news. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio & World Broadcasting System. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....John A. England
Commercial Manager .....Jimmie Barry
Advertising Manager .....Jimmie Barry

Artists Bureau Head.....A. E. Hall
Station Manager.....Dorothy A. Gibson
Sales Manager .....J. Barry
Publicity Director.....Paul E. Nelson
Musical Director .....Afton Blake
Chief Engineer.....L. Willard Doane

POLICIES

Does not accept liquor accounts. Beer is accepted. No foreign language accounts. Closing time for programs in advance. No time sold in bulk for re-sale.

Merchandising aids through news tie-ups and specially arranged services.

♦

KTHS

"KUM-TO-HOT SPRINGS"

HOT SPRINGS—EST. 1924

NBC (RED and BLUE)

FREQUENCY: 1060 Kc. POWER: 10,000 watts. OWNED BY: H. S. Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: Hot Springs. PHONE: 212-3. STUDIO ADDRESS: Hot Springs. TRANSMITTER LOCATION: Hot Springs. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: Hot Springs New Era and Sentinel Record. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....S. A. Kemp
Station Manager.....S. A. Cisler
Commercial Manager.....H. A. Shuman
Chief Engineer .....J. Clinton Norman

POLICIES

No liquor advertising.

Advance announcements gratis on programs.

Dealer contacts by arrangement.

REPRESENTATIVE

Gene Furgason & Co.

♦

KBTM

"N. E. ARKANSAS' FRIENDLY VOICE"

JONESBORO—EST. 1930

ARKANSAS NETWORK

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: W. J. Beard. OPERATED BY: Jay P. Beard. BUSINESS ADDRESS: W. Washington. PHONE: 433-866. STUDIO ADDRESS: W. Washington. TRANSMITTER LOCATION: State Highway No. 1. TIME ON THE AIR: 7:15 A.M. to 5:00 P.M. (winter); 7:30 A.M. to 6:30 P.M. (summer). NEWS SERVICE: Transradio News.

PERSONNEL

President.....W. J. Beard
Commercial Manager.....Jay P. Beard
Advertising Manager.....Jay P. Beard
Chief Announcer.....Frank Keegan
Station Manager.....Jay P. Beard
Publicity Director.....Fred McGhee
Chief Engineer.....J. D. Miller

POLICIES

A minimum of liquor advertising is accepted on week days. None accepted on Sunday.

All announcements limited to 100 words. No foreign language programs accepted. All advertising must be approved by station management before presented.

A merchandising department, supervised by station manager, is available to contracts using reasonable amount of station time. Specific merchandising services are available to these accounts at regular station card rate. Details available upon request.

♦

KARK

LITTLE ROCK—EST. 1930

NBC (RED and BLUE)

FREQUENCY: 890 Kc. POWER: 1000 watts. OWNED BY: Ark. Radio & Equipment Co. OPERATED BY: Ark. Radio & Equipment Co. BUSINESS ADDRESS 212 Cedar. PHONE: 2-1841. STUDIO ADDRESS: 212 Center. TRANSMITTER LOCATION: North Little Rock. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated. Facilities for recording on acetate.

PERSONNEL

V-P. and Gen. Mgr.....G. E. Zimmerman
Station Manager.....Larry Meinert
Commercial Manager.....C. K. Beaver
Chief Announcer.....Jack Lewis
Sales Manager.....C. K. Beaver
Musical Director .....Thomas Morrisey
Chief Engineer.....Dan Winn

POLICIES

Accepts beer and wine but no liquor. Accepts foreign language programs.

Resume of programs given twice daily. Letters sent to trade at cost. New programs given build up.

REPRESENTATIVE

Edward Petry & Company

♦

KGHI

LITTLE ROCK—EST. 1927

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: Arkansas Gazette Bldg. STUDIO ADDRESS: Arkansas Gazette Bldg. TRANSMITTER LOCATION: Little Rock. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Arkansas Gazette.

PERSONNEL

Manager .....R. G. Terrill
Program Director .....Henry Frick
Chief Engineer .....K. F. Tracy

POLICIES

Advertising of alcoholic beverages accepted.

KLRA

"VOICE OF ARKANSAS"

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: P. O. Box 550. PHONE: 5427-8—LD132. STUDIO ADDRESS: Gazette Bldg. TRANSMITTER LOCATION: Adjacent to North Little Rock. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Arkansas Gazette. NEWS SERVICE: Press-Radio News, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....A. L. Chilton
Commercial Manager.....S. G. Vinsonhaler
Chief Announcer.....Frank Hennessey
Station Manager.....S. C. Vinsonhaler
Sales Manager.....Ray Lang
Publicity Manager.....Ray Lang
Musical Director.....Alleene Ables
Chief Engineer.....K. F. Tracy

POLICIES

No hard liquor advertising. No call for foreign language accounts in this section of the country.

Assist in counter display cards, and point of sale advertising, and through exploitation with the Arkansas Gazette.

REPRESENTATIVE

E. Katz, Special Adv. Agency.

♦

KOTN

"COTTON CENTER OF ARKANSAS"

PINE BLUFF—EST. 1934

ARKANSAS NETWORK

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Universal Broadcasting Corp. OPERATED BY: Universal Broadcasting Corp. BUSINESS ADDRESS: 505½ Main St. PHONE: 464. STUDIO ADDRESS: 505½ Main. TRANSMITTER LOCATION: 505½ Main. TIME ON THE AIR: 7:00 A.M. to local sunset. TRANSCRIPTION SERVICE: C. P. McGregor.

PERSONNEL

President.....B. J. Parrish
Commercial Manager.....R. W. Etter
Station Manager.....B. J. Parrish
Musical Director.....Lucille Grubbs
Chief Engineer.....J. R. Whitworth

POLICIES

Does not accept liquor advertising. Have not as yet carried any foreign language programs as Arkansas population is practically all American.

Cooperates in every way possible with merchants and distributors. Plugs regular commercial programs daily at various times. Has a number of programs in which listeners participate.

KUOA

"VOICE OF THE OZARKS"

SILOAM SPRINGS—EST. 1922

FREQUENCY: 1260 Kc. Power: 5000 Watts. OWNED BY: KUOA, Inc. OPERATED BY: KUOA, Inc. BUSINESS ADDRESS: Siloam Springs. PHONE: Long distance 77. STUDIO ADDRESS: Siloam Springs. TRANSMITTER LOCATION: 1 mile west of Siloam Springs. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Langworth Programs, Standard Radio Features.

PERSONNEL

Chairman of Board.....John E. Brown
President.....Richard Hodges
Commercial Manager.....Storm Whaley
Station Manager.....C. M. Books
Musical Director.....Reginald W. Martin
Chief Engineer.....J. L. Miller

POLICIES

Station will not accept liquor or any alcoholic beverage advertising.

Also no Sunday commercials.

Closely connected with Ozark American, a monthly magazine, which devotes space to listing and publicity. Also provides posters, and supplemental radio mention on resume programs.

REPRESENTATIVE

Howard H. Wilson Co.

♦

KCMC

"SERVING TEXARKANA AND THE 4 STATES AREA WITH NEWS OF THE WORLD HOURS AHEAD"

TEXARKANA—EST. 1932

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KCMC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 Pine St. PHONE: 958-3210. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Texarkana Gazette, Texarkana Daily News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....C. E. Palmer
General Manager.....Foster W. Fort
Artists Bureau Head.....Georgene Wilson
Chief Announcer.....Thomas Dillahunty
Musical Director.....R. W. Siler
Chief Engineer.....W. H. Robison

POLICIES

Liquor accounts are not solicited but will be taken if the word whiskey or liquor is not used in the copy . . .

Merchandising: Maintains a staff to see that the local trade makes the most of the spot programs of the manufacturer and advertiser.

REPRESENTATIVE

H. K. Conover Company

CALIFORNIA

Population 6,154,000

Number of Families 1,721,310 Number of Radio Homes 1,648,410

Retail Sales $2,329,009,000 Auto Registrations 2,327,984

KERN

BAKERSFIELD—EST. 1932

NBC (RED & BLUE) CALIFORNIA RADIO SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Elk's Bldg. PHONE: 5700-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Fresno Bee, Sacramento Bee. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....Guy C. Hamilton
Commercial Manager.....Howard Lane
Station Manager.....Robert L. Stoddard
Sales Manager.....Robert L. Stoddard
Publicity Director.....Philip McHugh
Chief Engineer.....Verne Shatto

POLICIES

Does not accept liquor advertising—except beer. No foreign language broadcasts.

Merchandising: Offers complete merchandising service which includes contacting leading stores of the city, pre-announcements on new commercials—and a program resume each day during the noon hour.

REPRESENTATIVE

Paul H. Raymer Co.

♦

KPMC

BAKERSFIELD—EST. 1933

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1550 Kc. POWER: 1000 Watts. OWNED BY: Pioneer Mercantile Co. OPERATED BY: Pioneer Mercantile Co. BUSINESS ADDRESS: Box 1709. PHONE: 4500, 5100. STUDIO ADDRESS: 307½ E. 21st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, MacGregor.

PERSONNEL

President.....F. G. R. Schamblin
Commercial Manager.....E. McCaffrey
Chief Announcer.....C. C. Sturm
Station Manager.....L. A. Schamblin
Musical Director.....C. C. Sturm
Chief Engineer.....L. P. Jarvis

POLICIES

Liquor policy—wine and beer only. Programs and commercials subject to station's approval.

Merchandising through publicity in local newspapers, contact reports, local theater advertising.

REPRESENTATIVE

John Blair & Company

♦

KRE

BERKELEY—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Central California Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2337 Shattuck Ave. PHONE: Berkeley 7713; Ashberry 7713. STUDIO ADDRESS: 2337 Shattuck Ave. TRANSMITTER LOCATION: Ashby Ave. & East Shore Highway. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. (except week of frequency tests). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Station Manager.....Arthur Westlund
Commercial Manager.....M. Donald Hambly
Advertising Manager.....M. Donald Hambly
Chief Announcer.....M. Donald Hambly
Sales Manager.....Arthur Westlund
Publicity Director.....Frederick Macpherson
Musical Director.....Harrold S. Hawley
Chief Engineer.....K. Gordon Morrison

POLICIES

Beer and wine accounts acceptable. Other liquor advertising rejected. Participating sponsorship acceptable on existing Italian News program. Other foreign language programs accepted only at the discretion of the management. Patent medicines, "Doctors" of this and that, health services, etc., acceptable at discretion of management, but such accounts are not solicited.

No fixed policy of merchandising assistance. Point of sale displays, broadsides, billboards, courtesy announcements, and various other

promotional features arranged in cooperation with sponsor if desired. Extraordinarily extensive merchandising service available at cost.

♦

KMPC

"THE STATION OF THE STARS"

BEVERLY HILLS—EST. 1928

FREQUENCY: 710 Kc. POWER: 500 Watts. OWNED BY: G. A. Richards. OPERATED BY: Same. BUSINESS ADDRESS: 9631 Wilshire Blvd. PHONE: Woodbury 61166; Oxford 6211. STUDIO ADDRESS: 9631 Wilshire Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset; 9:30 P.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President.....C. A. Richards
Station Manager.....Leo B. Tyson
Sales Manager.....Leo B. Tyson
Publicity Director.....Edith E. Black
Commercial Manager.....Leo B. Tyson
Chief Announcer.....Matt Murray
Musical Director.....Oliver Alberti
Chief Engineer.....Roger Love

POLICIES

Accept beer and wine. No hard liquors, or no foreign language.

All new programs announced over air in advance free of charge. One hundred letters sent out free of charge. Other merchandising at actual cost. Full cooperation on publicity.

REPRESENTATIVE

Howard H. Wilson Co.

♦

KHSL

"VOICE OF THE GOLDEN EMPIRE"

CHICO—EST. 1935

FREQUENCY: 1260 Kc. POWER: 250 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 2nd & Flume Sts. PHONE: 237-8. STUDIO ADDRESS: 2nd & Flume Sts. TRANSMITTER LOCATION: Hooker & Madrone Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Library of Transcriptions are purchased outright.

PERSONNEL

President and Gen'l Mgr.....Harold Smithson
Chief Announcer.....Don Honsdel
Musical Director.....Max Sypher
Chief Engineer.....Charles Sherburne

POLICIES

No liquor ads accepted excepting approved beer advertising. No foreign language programs.

Will distribute window cards and contact advertisers local customers and generally assist the advertiser with their customers to promote business and better business for both.

REPRESENTATIVE

Will accept from reputable station representatives. No exclusive representative appointed.

♦

KXO

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: E. R. Irey and F. M. Bowles. OPERATED BY: F. M. Bowles. BUSINESS ADDRESS: 793 Main Street. PHONE: El Centro 1100. STUDIO ADDRESS: 793 Main Street. TRANSMITTER LOCATION: El Centro. TIME ON THE AIR: Unlimited (actual, 7:00 A.M. to 11:00 P.M.).

PERSONNEL

Manager .....F. M. Bowles

REPRESENTATIVE

John Blair & Co.

♦

KIEM

"THE VOICE OF THE REDWOODS"

EUREKA—EST. 1933

MUTUAL—DON LEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Redwood Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Vance Hotel. PHONE: 93-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eureka Inlet, Humboldt Bay. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World, MacGregor, Titan.

PERSONNEL

Station Manager.....Wm. B. Smullin

POLICIES

Accepts only beer and wine liquor accounts.

Merchandising including securing of dealers on sustained accounts.

REPRESENTATIVE

John Blair & Company

♦

KARM

"VOICE OF CENTRAL CALIFORNIA"

FRESNO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: George Harm. OPERATED BY: George Harm. BUSINESS ADDRESS: Fresno. STUDIO ADDRESS: Fresno. TRANSMITTER LOCATION: Fresno. TIME ON THE AIR: Full Time License.

PERSONNEL

President .....George Harm.
Station Manager .....Lou Keplinger
Program Director .....Dick Wegener
Chief Engineer .....John Scales

No further information available at time of going to press. Outlet went on the air officially and joined CBS late in Jan.

REPRESENTATIVE

Walter Biddick Co. (Coast)

♦

KMJ

FRESNO—EST. 1922

NBC (RED AND BLUE) CRS

FREQUENCY: 580 Kc. POWER: 1000 watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Van Ness & Calaveras. PHONE: 2-8817—(transmitter) 2-0311. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1st and Shields. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: McClatchy Newspapers. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President .....Guy Hamilton
Commercial Manager.....Howard Lane
National Sales Manager (N. Y. C.)
Humboldt J. Gregg
Station Manager.....Keith Collins

POLICIES

Advertising of alcoholic beverages not accepted excepting beer and wine. All programs subject to acceptance of station management and must conform to station policy and government regulations. Only station announcers allowed at the microphone.

Maintains a merchandising service for advertisers.

REPRESENTATIVES

Paul H. Raymer Co.

♦

KIEV

GLENDALE—EST. 1933

FREQUENCY: 850 Kc. POWER: 250 Watts. OWNED BY: Cannon System, Ltd. OPERATED BY: Cannon System, Ltd. BUSINESS ADDRESS: 701 E. Broadway. STUDIO ADDRESS: 701 E. Broadway. TRANSMITTER LOCATION: Glendale. TIME ON THE AIR: Daytime to local sunset.

PERSONNEL

President .....David H. Cannon
General Manager .....L. W. Peters

POLICIES

Advertising of alcoholic beverages accepted.

♦

KFWB

"WARNER BROS. MOTION PICTURE STUDIOS IN HOLLYWOOD"

HOLLYWOOD—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Warner Bros. Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 5833 Fernwood Ave. PHONE: Hempstead 5151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Baldwin Hills. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 8:00 A.M. to midnight (Sundays). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Associated Music. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....J. L. Warner
Station Manager .....Harry Maizlish
Chief Announcer .....Harry Hall
Sales Manager .....C. C. Mittendorf
Publicity Director.....Irving Parker
Musical Director.....Leon Leonardi
Chief Engineer.....Harry Myers

POLICIES

Liquor advertising or foreign language programs not acceptable.

Merchandising: Collaboration with clients on development of merchandising tie-ins to programs. Station makes arrangements for complete field merchandising service for clients at cost.

REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

♦

KMTR

"TOP OF THE DIAL"

HOLLYWOOD—EST. 1924

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: KMTR Radio Corp. OPERATED BY: KMTR Radio Corp. BUSINESS ADDRESS: 1000 Cahuenga Blvd. PHONE: Hillside 1161. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 1:00 P.M.

PERSONNEL

President .....Victor E. Dalton
General Manager .....Victor E. Dalton
Asst. General Manager..Kenneth O. Tinkham
Production Manager .....Rudy Cornell
Musical Director .....Salvatore Santaella
Chief Technician .....Carrol Hauser

POLICIES

Station does not accept patent medicine or medical advertising. Beer and wine advertising accepted; hard liquor advertising accepted only after 10:00 P.M. Station does not accept advertising for stock-selling companies, lotteries, fortune tellers or astrologists. Station accepts foreign language programs.

REPRESENTATIVE

J. J. Devine & Assoc.

THE value of radio time on any station is determined by the effectiveness of its programs. A station's audience is developed and held by the quality and appeal of its programs.

KFWB programs are produced in the world's largest motion picture studios. No other station has a greater source of outstanding program talent and material than KFWB.

"IN THE HEART OF HOLLYWOOD"

K F W B

Warner Bros. Broadcasting Corporation

Los Angeles, California

KEY STATION OF THE CALIFORNIA RADIO SYSTEM

National Representatives

Transamerican Broadcasting and Television Corp.

NEW YORK CHICAGO HOLLYWOOD

KFOX

"WHERE YOUR SHIP COMES IN"

LONG BEACH—EST. 1924

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: Hal G. Nichols. OPERATED BY: Same. BUSINESS ARDRESS: 220 E. Anaheim St. PHONE: 672-81. STUDIO ADDRESS: 220 E. Anaheim St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight. NEWS SERVICE: Associated Press, United Press, International News Service and local news. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

PERSONNEL

President .....Hal G. Nichols
Commercial Manager..Lawrence W. McDowell
Advertising Manager..Lawrence W. McDowell
Station Manager.....Hal G. Nichols
Sales Manager.....Lawrence W. McDowell
Publicity Director.....Frank Goss
Musical Director.....Rolly Wray
Chief Engineer.....Lawrence B. Wesion

POLICIES

Beer and light wines only—no hard liquor. Accepts foreign language accounts.

REPRESENTATIVE

Joseph Hershey McGillvra, Walter Biddick Co.

♦

KGER

"NEWS ON THE HOUR—EVERY HOUR"

LONG BEACH—EST. 1926

FREQUENCY: 1360 Kc. POWER: 1000 Watts. OWNED BY: Consolidated Broadcasting Corp. OPERATED: BY: Same. BUSINESS ADDRESS: Dobyns Footwear Bldg. PHONE: 660-41. STUDIO ADDRESS: Dobyns Footwear Bldg., and Hotel Clark. TRANSMITTER LOCATION: North Long Beach. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: Transradio Press and local News. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NAB Transcriptions.

PERSONNEL

President .....C. Merwin Dobyns
Commercial Manager .....John A. Dobyns
Business Manager .....Tom Hunter
Station Manager .....C. Merwin Dobyns
Chief Announcer .....Victor Eckland
Musical Director .....Helene Smith
Publicity Director .....Lee Wynne
Chief Engineer .....Jay Tapp

POLICIES

Foreign language are accepted and will be prepared by a special foreign language department, if so desired. Advertising of alcoholic beverages accepted but only with copy and time acceptable to station. All such contracts subject to immediate cancellation. Station reserves the right to refuse or revise all programs. Programs must conform to station rules and all other regulations.

REPRESENTATIVE

Howard H. Wilson Company

♦

KECA

LOS ANGELES—EST. 1929

NATIONAL BROADCASTING CO.

FREQUENCY: 1430 Kc. POWER: 5000 watts. OWNED BY: Earle C. Anthony. OPERATED BY: Same. BUSINESS ADDRESS: 1000 S. Hope St. PHONE: Richmond 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 82nd St. & Compton Ave. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Earle C. Anthony
Commercial Manager.....Carl Haverlin
Merchandising Manager.....Karl Kellogg
Station Manager.....Harrison Holliway
Publicity Director.....Bernard Smith
Chief Engineers .....Curtis Mason,
H. L. Blatterman

POLICIES

No stated special policies.

REPRESENTATIVE

Edward Petry & Company

♦

KEHE

"THE PERSONALITY STATION"

LOS ANGELES—EST. 1925

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Hearst Radio, Inc. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: 141 No. Vermont. PHONE: Exposition 1341. STUDIO ADDRESS: 141 No. Vermont. TRANSMITTER LOCATION: (Near Baldwin Hills) 2951 Moynier Lane. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Los Angeles Evening Herald and Express. NEWS SERVICES: International and Universal Services. TRANSCRIPTION SERVICES: Associated Library and C. P. MacGregor.

PERSONNEL

Station Manager .....Jack Gross
Musical Director.....Claude Sweeten
Chief Announcer .....George Irwin
Program Director .....Al Poska
Chief Engineer.....Fred Ragsdale

POLICIES

Light wines and beer acceptable. Liquor acceptable only after 10 P.M. No foreign language programs.

Merchandising service available upon request.

REPRESENTATIVE

Hearst Radio, Inc.


KFI 50,000 WATTS
640 KILOCYCLES
N. B. C. RED
KFI
KECA
MARKET
KECA · 5000 WATTS
1430 KILOCYCLES
N. B. C. BLUE
Earle C. Anthony, Inc.
LOS ANGELES • • • CALIFORNIA
EDWARD PETRY & CO.
National Sales Representatives

KFAC

"HOME, CHURCH AND SCHOOL"

LOS ANGELES

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: E. L. Cord. OPERATED BY: Los Angeles Broadcasting Co. BUSINESS ADDRESS: 645 So. Mariposa. PHONE: Fitzroy 1234. STUDIO ADDRESS: 645 So. Mariposa. TRANSMITTER LOCATION: Adohr Milk Farm, 18th & La Cienega. TIME ON THE AIR: 24 hours daily, 3 to 5 A.M. (Wed.) NEWSPAPER AFFILIATION: Los Angeles Times: NEWS SERVICE: United Press.

PERSONNEL

President.....Don P. Smith
Chief Announcer.....Robert Swan
Station Manager.....Calvin J. Smith
Musical Director.....Gino Severi

POLICIES

No hard liquor advertising. Beer and wine advertising after 10 P.M. only. No foreign language programs. No medical advertising.

♦

KFI

LOS ANGELES—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 640 Kc. POWER: 50,000 watts. OWNED BY: Earle C. Anthony. OPERATED BY: Same. BUSINESS ADDRESS: 1000 S. Hope St. PHONE: Richmond 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Buena Park. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President .....Earle C. Anthony
Commercial Manager.....Carl Haverlin
Station Manager.....Harrison Holliway
Publicity Director.....Bernard Smith
Chief Engineers.....Curtis Mason,
H. L. Blatterman

POLICIES

No stated special policies.

REPRESENTATIVE

Edward Petry & Company

♦

KFSG

LOS ANGELES

FREQUENCY: 1120 Kc. POWER: 2500 Watts, d.; 500 Watts, n. OWNED BY: Echo Park Evangelistic Association. OPERATED BY: Echo Park Evangelistic Association. TIME ON THE AIR: Shares Time with KRKD.

POLICIES

Station does not sell time.

KFVD

"CENTER OF THE DIAL"

LOS ANGELES

FREQUENCY: 1000 Kc. POWER: 1000 Watts. OWNED BY: Standard Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 338 S. Western. PHONE: Fitzroy 6346. STUDIO ADDRESS: 338 S. Western. TRANSMITTER LOCATION: Culver City. TIME ON THE AIR: 6:00 A.M. to local sunset. 10:00 P.M. to 4:00 A.M. NEWS SERVICE: United Press.

PERSONNEL

President .....Frank Burke
Station Manager.....Frank Burke
Sales Manager.....C. E. Watts
Chief Engineer.....Jack Smithson

POLICIES

Will not accept any liquor or beer account.

♦

KGFJ

LOS ANGELES—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Ben S. McGlashan. OPERATED BY: Ben S. McGlashan. STUDIO ADDRESS: 1417 S. Figueroa St. PHONE: Prospect 2434. TRANSMITTER LOCATION: Washington and Oak Sts. TIME ON THE AIR: Full Time License. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor; Titan Production Co.; Associated Recorded Program Service; Standard Radio.

PERSONNEL

Manager .....Ben S. McGlashan
Assistant Manager .....H. Duke Hancock
Chief Engineers .....Al Weinert,
Charles Whitney.
Program Director .....Al Dahlstrum

POLICIES

Beer and wine accounts accepted, but no hard liquor, nor patent medicines. Commercials limited according to length of program. Foreign language accounts (Spanish) taken. All copy subject to approval of Better Business Bureau.

REPRESENTATIVE

Cox & Tanz

♦

KHJ

"KINDNESS, HAPPINESS AND JOY"

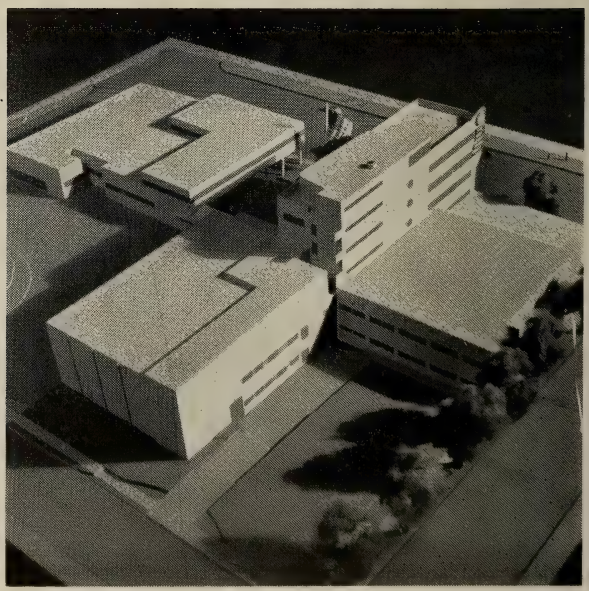
LOS ANGELES—EST. 1932

MUTUAL & DON-LEE BROADCASTING SYSTEM

FREQUENCY: 900 Kc. POWER: 5000 Watts, 1000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: Seventh & Bixel Sts.; 1076 W. 7th St. PHONE: VA. 7111. STUDIO ADDRESS: Seventh & Bixel Sts., 1076 W. 7th St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 8:00

There is a distinguished new address on the Pacific Coast—"COLUMBIA SQUARE, Hollywood." KNX and the CBS West Coast Division have a magnificent new studio and office structure there, of modern-functional design. New production facilities of unequalled beauty and utility are available to all CBS clients on the Pacific Coast. And from this address speed programs for Columbia's many millions of listeners from coast to coast.

"COLUMBIA SQUARE, HOLLYWOOD"



KNX

50,000 WATTS — OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM

REPRESENTED BY RADIO SALES — NEW YORK • CHICAGO • DETROIT • BIRMINGHAM • LOS ANGELES • SAN FRANCISCO

A.M. to 12:00 Midnight (Sunday). NEWS SERVICE: Transradio Press. International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President .....Thomas Lee
Station Manager.....Lewis Allen Weiss
Commercial Manager.....Thayer Ridgway
Advertising Manager.....Richard Webster
Chief Announcer.....James Burton
Sales Manager.....Thayer Ridgway
Publicity Director.....Bud Rutherford
Musical Directors
Frederick Stark & David Broekman
Chief Engineer .....Frank Kennedy

POLICIES

Will take beer and wine.

Merchandising plan: Theater trailers in five downtown theaters, lobby cards in theaters, 8 x 10 ads in the following papers; L. A. Daily News, L. A. Downtown Shopping News, L. A. Evening News, Hollywood Shopping News.

REPRESENTATIVE

John Blair & Company

♦

KNX

"THE VOICE OF HOLLYWOOD"

LOS ANGELES—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1050 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 6125 Sunset Blvd., Columbia Square, Hollywood. PHONE: Hollywood 2484. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Now at Sherman Oaks, after March to be at Hawthorne Ave. and 190th St. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. ARTISTS BUREAU: Columbia Management of California, Inc. TRANSCRIPTION SERVICE: Associated Music Service.

PERSONNEL

President.....William S. Paley
Commercial Manager.....Harry W. Witt
Advertising Manager.....E. W. Buckalew
Artists Bureau Head.....Arthur Rush
Chief Announcer.....Don Forbes
Station Manager.....Donald W. Thornburgh
Sales Manager.....Harry W. Witt
Publicity Director.....Hal Rorke
Musical Director.....Wilbur Hatch
Chief Engineer.....Lester Bowman

POLICIES

No liquor advertising accepted. Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, one year. All programs and advertising copy subject to approval of station. Lectures and Talks (except political talks) are not accepted between the hours of 6:00 P.M. and 12:00 midnight. No commercial broadcasts consisting of straight talks (except political talks) are acceptable for periods of more than five minutes and then only before 6:00 P.M. (Other restrictions same as CBS network.)

Merchandising: Individualized service supplants routine merchandising assistance; every product is considered a new exploitation opportunity. A complete publicity department is maintained rendering plus service for sponsors and their products.

REPRESENTATIVE

Radio Sales Corp.

♦

KRKD

LOS ANGELES—EST. 1927

FREQUENCY: 1120 Kc. POWER: 2500 Watts. OWNED BY: Radio Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 312 Spring Arcade. PHONE: Madison 2281 & FI 0514. STUDIO ADDRESS: 312 Spring Arcade. TRANSMITTER LOCATION: 1100 Glendale Blvd. TIME ON THE AIR: (Mon., Tues., Wed., Thurs. & Sat.) 6:00 A.M. to 7:45 P.M. (Friday) 6:00 A.M. to midnight. (Sunday) 6:30 A.M. to 10:30 A.M.—12:30 P.M. to 3:00 P.M. & 4:00 P.M. to 7:00 P.M. NEWSPAPER AFFILIATIONS: Daily News, Evening News. NEWS SERVICE: United Press.

PERSONNEL

President.....Frank P. Doherty
Commercial Manager.....John A. Driscoll
Chief Announcer.....Howard R. Bell
Station Manager.....John A. Driscoll
Sales Manager.....John A. Driscoll
Publicity Director.....Joe Micciche
Musical Director.....Howard R. Bell
Chief Engineer.....Willis O. Freitag

POLICIES

Does not solicit any liquor or foreign language accounts.

Maintains a promotion department that aids accounts in conducting special sales or events.

♦

KYOS

"YOUR STATION"

MERCED—EST. 1936

FREQUENCY: 1040 Kc. POWER: 250 Watts. OWNED BY: Merced Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Merced. PHONE: 1430-1-2. STUDIO ADDRESS: Merced. TRANSMITTER LOCATION: 2 miles N.E. of Merced on G Street Grade. TIME ON THE AIR: 6:00 A.M. to sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS: Working arrangements with Merced Sun Star, Turlock Daily Journal, Madera Tribune. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio Library.

PERSONNEL

President .....Ray McClung
Commercial Manager .....Norman Schwartz
Chief Announcer .....Charles Foll
Station Manager .....M. F. Woodling
Sales Manager .....M. F. Woodling
Publicity Director .....Charles Foll
Chief Engineer .....John W. Crews

POLICIES

No mention of names or prices on hard liquors.

Foreign language programs allowed; no duplicate announcements in English; cash in advance.

REPRESENTATIVE

Walter Biddick Co.—West Coast

♦

KTRB

"VOICE OF CENTRAL CALIFORNIA"

MODESTO—EST. 1934

FREQUENCY: 740 Kc. POWER: 250 Watts. OWNED BY: T. R. McTammany and Wm. H. Bates, Jr. OPERATED BY: T. R. McTammany and Wm. H. Bates, Jr. BUSINESS ADDRESS: McHenry and Sylvan Aves. PHONE: Modesto 774. STUDIO ADDRESS: McHenry and Sylvan Aves. TRANSMITTER LOCATION: McHenry and Sylvan Aves. TIME ON THE AIR: Sunrise to sunset. NEWSPAPER AFFILIATIONS: Oakdale Enterprise, Jamestown Enterprise. NEWS SERVICE: United Press and local news. TRANSCRIPTION SERVICES: MacGregor and Sollie.

PERSONNEL

Station Manager.....T. R. McTammany

POLICIES

Only beer and wine accounts accepted. All programs and announcements are subject to the owner's approval and the Federal Communications Commission regulations.

REPRESENTATIVES

Walter Biddick Co. and Cox & Tanz

♦

KDON

"THE MONTEREY BAY STATION"

MONTEREY—EST. 1935

DON LEE—MUTUAL

FREQUENCY: 1210 Kc POWER: 100 Watts. OWNED BY: Monterey Peninsula Broadcasting Co. OPERATED BY: Monterey Peninsula Broadcasting Co. BUSINESS ADDRESS: 275 Pearl Ct. PHONE: 8111. STUDIO ADDRESS: 275 Pearl St. TRANSMITTER LOCATION: Municipal Wharf, Monterey, Calif. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Monterey Peninsula Herald, Salinas Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. McGregor, Inc.

PERSONNEL

President.....Allen Griffin
Commercial Manager.....H. V. Walters
Chief Announcer.....Cecil Lynch
Station Manager .....Howard V. Walters
Sales Manager .....Howard V. Walters
Publicity Director.....Cecil Lynch
Chief Engineer.....Bill Crabbe, Jr.

POLICIES

Takes wine and beer advertising.

Merchandising aids through movie trailers (when furnished by advertiser), letters to the trade, etc.

REPRESENTATIVE

John Blair & Co.

♦

KLS

OAKLAND—EST. 1921

BAY BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 250 Watts, day and night. OWNED BY: Warner Brothers. OPERATED BY: Same. BUSINESS ADDRESS: 327-21st St. PHONE: Higate 1212. STUDIO ADDRESS: 327-21 St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service.

PERSONNEL

Station Manager.....S. W. Warner
Commercial Manager.....F. W. Morse

POLICIES

Beer and wine accepted. Portuguese and Italian programs now being carried.

Merchandising: Sponsors products may be displayed in special windows and spaces within Warner Brothers Village — a novel broadcasting center with transmitter-offices-studios-and reception court open to the public. Area of village 22,000 square feet. Eleven indoor cottages comprise the village. Court area adequate to show 5 automobiles.

♦

KLX

OAKLAND—EST. 1922

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Tribune Building Co. OPERATED BY: Tribune Building Co. BUSINESS ADDRESS: Tribune Tower, 13th & Franklin. PHONE: Templebar 6000. STUDIO ADDRESS: Tribune Tower, 13th & Franklin Sts. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: Unlimited (actual, 7:30 A.M. to 11:30 P.M.) NEWSPAPER AFFILIATION: The Oakland Tribune. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Manager .....Preston D. Allen

POLICIES

Advertising of alcoholic beverage not accepted, excepting beer and wine. Advertisers cooperating in group broadcasts are required to make individual contracts with the company subject to card rates and regulations.

KROW *

OAKLAND—EST. 1925

FREQUENCY: 930 Kc. POWER: 1000 Watts. OWNED BY: Educational Broadcasting Corp. OPERATED BY: Educational Broadcasting Corp. BUSINESS ADDRESS: 464 Nineteenth St. PHONE: Glencort 6774. STUDIO ADDRESS: Hotel Bellevue. PHONE: Ordway 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: Unlimited. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

* No further information made available after usual requests.

♦

KPPC

PASADENA—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Pasadena Presbyterian Church. OPERATED BY: Presbyterian Church. BUSINESS ADDRESS: 585 E. Colorado. PHONE: Terrace 2193. STUDIO ADDRESS: 585 E. Colorado. TRANSMITTER LOCATION: 585 E. Colorado. TIME ON THE AIR: (Sunday) 9:00 A.M. to 1:00 P.M. & 6:45 P.M. to 9:00 P.M. (Wednesday) 7:00 A.M. to 9:30 P.M.

PERSONNEL

Station Manager .....David Black
Chief Announcer .....Vincent Parsons
Chief Engineer .....N. V. Parsons

POLICIES

Takes no commercial programs.

♦

KVCV

"VOICE OF THE CENTRAL VALLEY"

REDDING—EST. 1936

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Main 99 Highway. PHONE: 900. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICES: International News Service, Christian Science Monitor. TRANSCRIPTION SERVICE: Maintains own library.

PERSONNEL

President .....Harold Smithson
Commercial Manager.....Harold Smithson
Advertising Manager.....Harold Smithson
Chief Announcer.....Harry De Lasaux
Station Manager.....Harold Smithson
Production Manager.....Harry De Lasaux
Publicity Director.....Harold Smithson
Chief Engineer.....Charles Sherburne

POLICIES

Approved beer advertising—but no wine or liquor advertising accepted. No foreign language programs.

Will contact local merchants re: samples, showcards etc. for advertisers as merchandising aid.

♦

KFBK

SACRAMENTO—EST. 1922

NBC (RED & BLUE)—CALIFORNIA RADIO SYSTEM

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 708 Eye St. PHONE: Main 8700. STUDIO ADDRESS: 708 Eye St. TRANSMITTER LOCATION: Yolo County, California. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Sacramento Bee. NEWS SERVICE: United Press. Affiliated with McClatchy ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Vice-President .....G. C. Hamilton
Commercial Manager .....Howard Lane
Chief Announcer .....Euel Labbard
Station Manager .....Howard Lane
Sales Manager .....Leo Ricketts
Publicity Director .....H. Jacobsen
Musical Director .....George Breece
Chief Engineer .....Norman D. Webster

POLICIES

No hard liquor advertising accepted. No foreign language programs.

Merchandising: Placement of displays, letters to the trade, publicity in newspapers of territory.

REPRESENTATIVE

Paul H. Raymer Company

♦

KROY

SACRAMENTO—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Royal Miller. OPERATED BY: Same. BUSINESS ADDRESS: Sacramento Hotel. PHONE: Main 665-6. STUDIO ADDRESS: Sacramento Hotel. TRANSMITTER LOCATION: 14th Ave. & 65th St. TIME ON THE AIR: 6:30 A.M. to sundown. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President..... Royal Miller
Chief Announcer.....R. Spence
General Manager.....Will Thompson, Jr.
Station Manager.....E. E. Wolfle
Sales Manager.....G. C. Collipp
Chief Engineer.....M. Cooper

POLICIES

No hard liquor accounts accepted.

REPRESENTATIVE

Walter Biddick & Company

KFXM

"VOICE OF THE SUNKIST VALLEY"

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: J. C. & E. W. Lee. OPERATED BY: Lee Bros. Broadcasting Co. BUSINESS ADDRESS: California Hotel. PHONE: 4761 & 2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Commercial Manager.....Gene W. Lee
Chief Announcer.....Howard Baichly
Station Manager.....J. Clifford Lee
Sales Manager.....Maurice Vroman
Publicity Director.....E. W. Lee
Chief Engineer.....Paul Oard

POLICIES

Liberal policy, but does not solicit liquor advertising or encourage same.

Merchandising: Maintains contact man to work with distributors and dealers. Newspaper and shopping news publicity.

REPRESENTATIVE

John Blair & Company

♦

KFSD

SAN DIEGO—EST. 1926

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 1000 Watts. OWNED BY: Airfan Radio Corp., Ltd. OPERATED BY: Airfan Radio Corp., Ltd. BUSINESS ADDRESS: U. S. Grant Hotel, 326 Broadway. PHONE: Franklin 6353. STUDIO ADDRESS: U. S. Grant Hotel, 326 Broadway. TRANSMITTER LOCATION: U. S. Grant Hotel, 326 Broadway. TIME ON THE AIR: (daily) 7:00 A.M. to midnight, (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Thomas E. Sharp
Commercial Manager.....John Babcock
Station Manager.....Thomas E. Sharp
Sales Manager.....John Babcock
Publicity Director.....Mrs. Leah McMahon
Musical Director.....Mrs. Leah McMahon
Chief Engineer.....Harold Hasenbeck

POLICIES

Station accepts beer and wine advertising but has so far not accepted hard liquor accounts.

Has not accepted any foreign language accounts.

Merchandising: Contests of legitimate nature are allowed on any commercial program. Exploitation and publicity for both sustaining and commercial programs are handled by Publicity Director. News stories, pictures, cuts, and mats, when available are released daily to both local and out-of-town papers and radio journals for release. Surveys and any extra exploitation may be arranged for on an actual cost basis.

REPRESENTATIVE

National Broadcasting Co., Inc.

♦

KGB

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

FREQUENCY: 1330 Kc. POWER: 1000 Watts. OWNED BY: Don Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1012 First Ave. PHONE: Franklin 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 AM. (Sunday) 8:00 A.M. to midnight. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Genl. Mgr.....Lewis Allen Weiss
Commercial Manager.....D. J. Donnelly
Chief Announcer.....George Putnam
Station Manager.....S. W. Fuller
Sales Manager.....D. J. Donnelly
Program Director.....David R. Young
Chief Engineer.....Milam Cater

POLICIES

No liquor; beer and wine only. No foreign language accounts accepted.

Merchandising: Cooperative advertising for merchandising effort; quarter-page weekly in San Diego Shopping News available for use of KGB advertisers.

REPRESENTATIVE

John Blair & Co.

♦

KFRC

SAN FRANCISCO—EST. 1924

MUTUAL—DON-LEE BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Van Ness Ave. PHONE: Prospect 0100. STUDIO ADDRESS: 1000 Van Ness Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to Midnight. NEWS SERVICE: Transradio Press. International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President .....Thomas S. Lee
Commercial Manager.....Ward D. Ingrim
Artists' Bureau Head.....H. C. Moore
Chief Announcer.....Robert Bence
Station Manager.....Wilbur Eickelberg
Publicity Director.....Pat Kelly
Musical Director.....Chet Smith
Chief Engineer.....Ernest G. Underwood

POLICIES

Wine and beer advertising accepted. Do not broadcast foreign language programs.

Merchandising is dependent on specific requirements of individual accounts.

REPRESENTATIVE

William G. Rambeau Company

♦

KGGC

"VOICE OF THE GOLDEN GATE"

SAN FRANCISCO—EST. 1925

BAY BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Golden Gate Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 230 Eddy. PHONE: Ordway 8963. STUDIO ADDRESS: 230 Eddy. TRANSMITTER LOCATION: Same. TIME ON THE AIR: C.P. Full Time. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President .....S. H. Patterson
Commercial Manager.....S. H. Patterson
Advertising Manager.....C. E. Hopkins
Artists' Bureau Head.....Gordon Kelly
Chief Announcer.....Harry Le Roy
Station Manager.....S. H. Patterson
Sales Manager.....C. E. Hopkins
Publicity Director.....Les. Malloy
Musical Director.....Gordon Willis
Chief Engineer.....Wm. C. Grove

POLICIES

No hard liquor accepted. No other restrictions. Foreign language now on station.

Merchandising: Newspaper space, theater trailers, theater shows, mailing department, billboard, or any or all of these may be included in a contract for time and or talent.

REPRESENTATIVE

Howard Wilson Company

♦

KGO

SAN FRANCISCO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 790 Kc. POWER: 7,500 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: (daily) 7:00 A.M. to midnight—(Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: San Francisco Chronicle. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President .....Gerard Swope
Station Manager.....Lloyd E. Yoder
Commercial Manager.....William B. Ryan
Advertising Manager.....William B. Ryan
Artists Bureau Head.....Kenneth Carney
Chief Announcer.....Richard Ellers
Sales Manager.....William B. Ryan
Publicity Director.....Milton Samuel
Musical Director.....Meredith Willson
Chief Engineer.....A. H. Saxton

POLICIES

Does not accept liquor advertising nor foreign language accounts. NBC policies apply otherwise.

REPRESENTATIVE

National Broadcasting Co., Inc.

♦

KJBS

SAN FRANCISCO—EST. 1925

NORTHERN CALIFORNIA BROADCASTING SYSTEM

FREQUENCY: 1070 Kc. POWER: 500 Watts. OWNED BY: Julius Brunton & Sons Co. OPERATED BY: Julius Brunton & Sons Co. BUSINESS ADDRESS: 1460 Pine St. PHONE: Ordway 4148. STUDIO ADDRESS: 1460 Pine St. TRANSMITTER LOCATION: 1460 Pine St. TIME ON THE AIR: (Mon., Tues., Wed., Thurs., Fri. & Sunday) 10:00 A.M. to local sunset. (Saturday) 10:30 A.M. to local sunset. (?) NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library, Langlois & Wentworth, NAB Library.

PERSONNEL

President .....Ralph R. Brunton
Commercial Manager.....Ralph R. Brunton
Chief Announcer.....Harry H. Wickersham
Station Manager.....Ralph R. Brunton
Sales Manager.....Ralph R. Brunton
Publicity Director.....E. P. Franklin
Musical Director.....W. A. Gade

POLICIES

Beer and wine advertising is accepted; no hard liquor advertising accepted. Foreign language accounts not accepted. All continuity must be passed on by continuity department as to length, content, etc.

Merchandising service includes trailers in leading San Francisco and Peninsula Theaters. Close cooperation with leading San Francisco newspapers. Tune-in announcements.

REPRESENTATIVE

Walter Biddick Agency for West Coast

KPO

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 680 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: (daily) 7:30 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: San Francisco Call-Bulletin. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus. NBC ARTISTS BUREAU.

PERSONNEL

President.....Lenox R. Lohr
Station Manager.....Lloyd E. Yoder
Commercial Manager.....William B. Ryan
Advertising Manager.....William B. Ryan
Artists Bureau Head.....Kenneth Carney
Chief Announcer.....Richard Ellers
Sales Manager.....William B. Ryan
Publicity Director.....Milton Samuel
Musical Director.....Meredith Willson
Chief Engineer.....A. H. Saxton

POLICIES

Does not accept liquor advertising nor foreign language accounts. NBC policies apply otherwise.

REPRESENTATIVE

National Broadcasting Co., Inc.

♦

KSFO

"THE CBS STATION"

SAN FRANCISCO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Associated Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Russ Bldg. PHONE: Garfield 4700. STUDIO ADDRESS: Russ Bldg. TRANSMITTER LOCATION: Islais Creek. TIME ON THE AIR: 6:15 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NAB Library.

PERSONNEL

President.....W. I. Dumm
Commercial Manager.....W. I. Dumm
Advertising Manager.....W. I. Dumm
Station Manager.....Philip G. Lasky
Vice-President.....Philip G. Lasky
General Manager.....Philip G. Lasky
Publicity Director.....Harry Elliott
Musical Director.....Albert White
Chief Engineer.....R. V. Howard

POLICIES

No liquor advertising; only beer. No foreign language programs. No lectures or talks, except political during a campaign. No all-talking sponsored program consisting chiefly of advertising matter. Medical products subject to examination by station before acceptance, and usually only well known products accepted. No unusual claims allowed.

Merchandising done on actual cost basis.

REPRESENTATIVE

Free & Peters, Inc.

♦

KYA

SAN FRANCISCO—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1230 Kc. POWER: 5,000 Watts. d.; 1,000 Watts, n. OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hearst Bldg. PHONE: Douglas 2536. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Candlestick Point, Bay View Park. TIME ON THE AIR: (daily) 6:30 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: San Francisco Examiner, San Francisco Chronicle, S. F. Call-Bulletin, S. F. Daily News. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Service.

PERSONNEL

President.....J. V. Connolly
Commercial Manager ....Clarence B. Juneau
Chief Announcer.....David S. Vaile
Station Manager .....Clarence B. Juneau
Sales Manager .....Clarence B. Juneau
Publicity Director.....Clarence Meyers
Musical Director.....Walter Rudolph
Chief Engineer.....Paul C. Schulz

POLICIES

Beer and wine accounts acceptable at any time. Hard liquor accounts only acceptable after 10 p.m.; must have a live talent show.

Will distribute blotters and publicity as merchandising aids.

REPRESENTATIVE

Hearst Radio, Inc.

♦

KQW

SAN JOSE—EST. 1910

(Believe it or not)

MUTUAL—DON-LEE AND NORTHERN CALIFORNIA BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: Pacific Agricultural Foundation, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 87 East San Antonio St. PHONE: Ballard 2616. STUDIO ADDRESS: 87 East San Antonio St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:15 A.M. to 12:00 Midnight, PST. NEWSPAPER AFFILIATION: San

Jose Mercury Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Program Library.

PERSONNEL

President.....Ralph R. Brunton
Station Manager.....C. S. Harper
Sales Manager.....E. L. Barker

POLICIES

Beer and wines accepted subject to our approval of copy. No hard liquor.

Foreign language programs restricted to the period 6:30 to 7:15 A.M. daily except Sunday. Portuguese 6:30 to 7:00 A.M. and Italian 7:00 to 7:15 A.M.

Theater trailers and display space in newspaper.

REPRESENTATIVE

John Blair and Co. (National)

♦

KVEC

SAN LUIS OBISPO—EST. 1937

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: 851 Higuera St. PHONE: San Luis Obispo 134. STUDIO ADDRESS: 851 Higuera St. TRANSMITTER LOCATION: San Luis Obispo. TIME ON THE AIR: Daytime. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Manager .....Les Hacker
Commercial Manager .....John C. Clifton

REPRESENTATIVES

Joseph Hershey McGillvra (N. Y. and Chicago)
Walter Biddick Co. (Coast)

♦

KVOE

"THE VOICE OF THE ORANGE EMPIRE"

SANTA ANA—EST. 1926

DON LEE—MUTUAL

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: The Voice of the Orange Empire, Inc., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Walter L. Moore Bldg., Room 100. PHONE: 4901-R. STUDIO ADDRESS: 2825 W. 5th St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Local and Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President and General Manager,
Ernest L. Spencer
Chief Announcer .....Wallace S. Wiggins
Musical Director .....Wallace S. Wiggins
Chief Engineer .....Wallace S. Wiggins

POLICIES

No liquor advertising accepted. Spanish is the only foreign language broadcast.

Merchandising: Publicity of program in local newspaper. Direct mail sent out at cost. Surveys made at actual cost.

REPRESENTATIVE

John Blair & Company

♦

KDB

"THE VOICE OF SANTA BARBARA"

SANTA BARBARA—EST. 1929

MUTUAL—DON-LEE BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Santa Barbara Broadcasters, Ltd. OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 15 E. Haley. PHONE: 21427. STUDIO ADDRESS: 15 E. Haley. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press, International News Service, Press Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Thomas S. Lee
Commercial Manager.....Earl Pollock
Chief Announcer.....Tony La Frano
Station Manager.....Don Hastings
Sales Manager.....Earl Pollock
Chief Engineer.....Robert Arne

POLICIES

No liquor advertising on Sunday. Spanish program Sunday, 8 to 8:45 A.M.

Merchandising tie-in with two local theaters for some merchandising ideas. Also commercial department cooperates on exploitation of regular station accounts.

♦

KTMS

"THE NEWS-PRESS STATION"

SANTA BARBARA—EST. 1937

NATIONAL BROADCASTING CO. (BLUE)
CALIFORNIA RADIO SYSTEM

FREQUENCY: 1220 Kc. POWER: 500 Watts. OWNED BY: News-Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: De La Guerra Plaza. PHONE: 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Goleta. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Santa Barbara News-Press. NEWS SERVICE: Associated Press (non - Commercial). TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....T. M. Storke
Chief Engineer.....C. C. Van Cott

POLICIES

Does not accept liquor accounts.

Merchandising services—information of specific features given out on request.

REPRESENTATIVES

Weed & Company, McClatchy Broadcasting Co., Walter Biddick Co.

♦

KSRO

SANTA ROSA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: The Press Democrat Publishing Co. OPERATED BY: The Press Democrat Publishing Co. BUSINESS ADDRESS: 427 Mendocino Ave. STUDIO ADDRESS: 427 Mendocino Ave. TRANSMITTER LOCATION: Santa Rosa. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: Santa Rosa Press-Democrat. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Manager .....R. F. Bjorn

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. All programs and copy subject to the rules and regulations of the Federal Communications Commission and station management. Medical programs not accepted.

Station facilities include merchandising service, the services of an advertising counselor, program director, and production department as well as the use of audition studios.

♦

KGDM

STOCKTON—EST. 1926

FREQUENCY: 1100 Kc. POWER: 1000 Watts. OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. STUDIO ADDRESS: 42 S. California St. TRANSMITTER LOCATION: South of Stockton. TIME ON THE AIR: Daytime, (actual, 6:00 A.M. to local sunset). TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

Manager .....A. H. Green

REPRESENTATIVES

Small & Brewer (Coast)
John Blair & Co.

KWG

"VOICE OF SAN JOAQUIN VALLEY"

STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolf. PHONE: 580 J. 580 M. STUDIO ADDRESS: Hotel Wolf. TRANSMITTER LOCATION: Weber & E. Sts. TIME ON THE AIR: 7:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....Guy C. Hamilton
Chief Announcer.....Dean Banta
Station Manager.....Bernard E. Cooney
Sales Manager.....Bernard E. Cooney
Chief Engineer.....Russell Bennett

POLICIES

Wine and beer advertising accepted but no hard liquor. Laxative accounts not accepted. Patent medicine accounts subject to approval of management.

Merchandising: Will send letters to trade, make personal calls on trade and post streamers etc. without charge.

REPRESENTATIVE

Paul H. Raymer Company

♦

KTKC

"VOICE OF TULARE & KINGS COUNTIES"

VISALIA—EST. 1937

FREQUENCY: 1190 Kc. POWER: 250 Watts. OWNED BY: Tulare-Kings Counties Radio Assoc. OPERATED BY: Same. BUSINESS ADDRESS: Visalia, P. O. Box 511. PHONE: 574-5. STUDIO ADDRESS: Visalia. TRANSMITTER LOCATION: 1½ miles south of Visalia. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS: Time-Delta-Visalia Recorder, Porterville, Times & Advance Register-Tulare, Sentinel & Journal, Hanford. TRANSCRIPTION SERVICE: C. P. McGregor, Standard Radio, Inc.

PERSONNEL

President.....Chas. A. Whitmore
Advertising Manager.....Milland Kibbe
Chief Announcer.....Sheldon Anderson
Station Manager.....Chas. P. Scott
Sales Manager.....Chas. P. Scott
Publicity Director .....Chas. P. Scott
Musical Director.....Chas. P. Scott
Chief Engineer.....Bert Williamson

POLICIES

No liquor accounts accepted.

REPRESENTATIVE

Walter Biddick Co.

♦

KHUB

"HUB OF THE MONTEREY BAY AREA"

WATSONVILLE—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: Anna Atkinson, Executrix. OPERATED BY: Anna Atkinson, Executrix. BUSINESS ADDRESS: Watsonville. PHONE: 1700-1. STUDIO ADDRESS: Watsonville. TRANSMITTER LOCATION: Watsonville. TIME ON THE AIR: 6:00 A.M. to local sunset (daily); 7:00 A.M. to local sunset (Sunday). NEWSPAPER AFFILIATION: Register-Pajaronian. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio Library.

PERSONNEL

Manager.....John H. Bennett
Chief Announcer.....Jack Wagner
Publicity Director.....A. M. Atkinson
Musical Director.....Omer Wright
Chief Engineer.....Taubner G. Hamma

POLICIES

All foreign language programs must submit continuities and translations 36 hours before program time. Wines and beers may be mentioned—not hard liquors.

Merchandising: A daily column for program promotion in the Watsonville Register-Pajaronian. Commercial features with universal appeal receive full publicity in this town's only daily newspaper, and promotional spots on the air.

COLORADO

Population 1,071,000

Number of Families 275,450 Number of Radio Homes 235,050

Retail Sales $302,559,000 Auto Registrations 316,050

KGIW

ALAMOSA—EST. 1929

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Leonard E. Wilson. OPERATED BY: Leonard E. Wilson. BUSINESS ADDRESS: Alamosa, Colo. PHONE: Alamosa 26. STUDIO ADDRESS: Alamosa, Colo. TRANSMITTER LOCATION: Alamosa, Colo. TIME ON THE AIR: Shares Time with KIDW. TRANSCRIPTION SERVICE: C. P. MacGregor.

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Cox and Tanz

♦

KVOR

"VOICE OF THE ROCKIES"

COLORADO SPRINGS—EST. 1922

CBS

FREQUENCY: 1270 Kc. POWER: 1000 Watts. OWNED BY: Outwest Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Antlers Hotel. PHONE: Main 278. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Platte Ave. East of city limits. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATIONS: Colorado Springs Gazette & Telegraph. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, & Lang-Worth Features. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President .....E. K. Gaylord
Artists Bureau Head .....Zell Wade
Chief Announcer .....Robert Freed
Station Manager .....Hugh B. Terry
Commercial Sales Mgr.....Fred C. Mueller
Publicity Director .....Wauhillau La Hay
Musical Director .....Arbor Fuller
Chief Engineer .....E. H. Taylor

POLICIES

No hard liquor accounts accepted.

Merchandising: Special merchandising department under full time merchandising man. Dealer contacts, counter and window displays, letters to dealers, product surveys, etc.

REPRESENTATIVE

E. Katz Special Adv. Agency

KFEL

"THE NEW CRY OF THE OLD WEST"

DENVER—EST. 1923

MUTUAL—NBC (Blue)

FREQUENCY: 920 Kc. POWER: 500 Watts. OWNED BY: Eugene P. O'Fallon, Inc. OPERATED BY: Eugene P. O'Fallon, Inc. BUSINESS ADDRESS: Albany Hotel. PHONE: Keystone 0178. STUDIO ADDRESS: Albany Hotel. TRANSMITTER LOCATION: 5580 West 20th Ave. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NAB Library and World Broadcasting System.

PERSONNEL

President.....Gene O'Fallon
Commercial Manager.....Frank Bishop
Chief Announcer.....Bill Wales
Station Manager.....Gene O'Fallon
Sales Manager.....Holly Moyer
Publicity Director.....Dick Crosswhite
Chief Engineer.....Pade Veatch

POLICIES

Hard liquor after 9 P.M. only.

Foreign language announcements must be repeated in English.

Mailing lists available for retailers, wholesalers and jobbers.

REPRESENTATIVE

John Blair & Company

♦

KLZ

"THE PIONEER OF THE WEST"

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KLZ Broadcasting Co. OPERATED BY: KLZ Broadcasting Co. BUSINESS ADDRESS: Shirley Savoy Hotel. PHONE: Main 4271. STUDIO ADDRESS: Shirley Savoy Hotel. TRANSMITTER LOCATION: Englewood. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (daily); 7:00 A.M. to 12:00 midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Program Service.

PERSONNEL

President.....E. K. Gaylord
Station Manager.....F. W. Meyer
Chief Announcer.....Matthew McEniry
Sales Manager.....Frank Quinn
Publicity Director.....Charles Inglis
Musical Director.....Les Weelans
Chief Engineer.....T. A. MacClelland

POLICIES

Does not accept liquor advertising or foreign language accounts. Careful supervision is given to all copy, in particular to those pertaining to medical accounts.

Operates a merchandising department and an exclusive screen trailer service in Denver. A weekly program schedule is mailed to a list numbering 7,500.

REPRESENTATIVE

E. Katz Special Adv. Agency

♦

KOA

"DENVER'S RADIO CITY"

DENVER—EST. 1924

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 830 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 1625 California St. PHONE: Main 6211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Colfax Ave. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: Denver Post. TRANSCRIPTION SERVICES: Full facilities. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President .....Gerard Swope
Commercial Manager.....A. W. Crapsey
Artists Bureau Head.....Duncan McColl
Chief Announcer.....C. C. Moore
Station Manager.....R. H. Owen
Sales Manager.....A. W. Crapsey
Publicity Director.....Jas. MacPherson
Musical Director.....Carl Wieninger
Chief Engineer.....C. A. Peregrine

POLICIES

Policies same as those of National Broadcasting Company.

REPRESENTATIVE

National Broadcasting Co., Inc.

♦

KPOF

DENVER—EST. 1928

FREQUENCY: 880 Kc. POWER: 500 Watts. OWNED BY: Pillar of Fire (A Corporation). OPERATED BY: Pillar of Fire (A Corporation) BUSINESS ADDRESS: 1845 Champa St. STUDIO ADDRESS: 1845 Champa St. TRANSMITTER LOCATION: Denver. TIME ON THE AIR: Shares Time with KFKA.

POLICIES

Station does not sell time.

KVOD

"THE VOICE OF DENVER"

DENVER—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 920 Kc. POWER: 500 watts. OWNED BY: Colorado Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 202 Continental Oil Bldg. PHONE: Tabor 2291. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: So. Federal & Alameda outside of Denver. TIME ON THE AIR: 8:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio & Associated Library.

PERSONNEL

President.....W. D. Pyle
Commercial Manager .....Jerry Akers
Chief Announcer .....J. E. Finch
Station Manager .....T. C. Ekrem
Publicity Director .....B. H. Stanton
Musical Director .....J. E. Finch
Chief Operator .....D. Garretson

POLICIES

No stated special policies.

REPRESENTATIVE

Edward Petry & Co.

♦

KIUP

"THE VOICE OF THE SAN JUAN BASIN"

DURANGO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: San Juan Broadcasting Co., Inc. OPERATED BY: San Juan Broadcasting Co., Inc. BUSINESS ADDRESS: 2800 Main Ave. PHONE: 117. STUDIO ADDRESS: 2800 Main Ave. TRANSMITTER LOCATION: 2800 Main Ave. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....M. L. Cummins
Commercial Manager.....R. M. Beckner
Station Manager.....Raymond M. Beckner
Sales Manager.....Raymond M. Beckner
Chief Engineer.....Mel Williams

POLICIES

Both liquor and foreign language accounts accepted.

♦

KFXJ

"THE VOICE OF WESTERN COLORADO"

GRAND JUNCTION—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: R. G. Howell and Chas. Howell doing business as Western Slope Broadcasting Co. OPERATED BY: Western Slope Broadcasting Co. BUSINESS ADDRESS: La Court Hotel. PHONE: Grand Junction 126. STUDIO ADDRESS: La Court Hotel and Hilcrest Manor. TRANSMITTER LOCATION: Grand Junction. TIME ON THE AIR: Unlimited license. NEWS SERVICE: Transradio Press, Radio News Association. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

PERSONNEL

Managing Director .....R. G. Howell
Commercial Manager .....Chas. Howell
Engineer .....Fred S. Mendonhall
Production Manager .....Norbourne E. Smith
Dir. of Religious Broadcast..Rev. M. E. Neville

♦

KFKA

"NORTHERN COLORADO'S OWN STATION"

GREELEY—EST. 1921

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Mid-Western Radio Corp. OPERATED BY: Mid-Western Radio Corp. BUSINESS ADDRESS: 620 Eighth Ave. PHONE: 450-1. STUDIO ADDRESS: 620 Eighth Ave. TRANSMITTER LOCATION: Hoover Park. TIME ON THE AIR: 5:30 A.M. to 12:30 A.M. NEWS SERVICE: United Press.

PERSONNEL

President.....H. E. Green
Chief Announcer.....Francis Price
Station Manager.....H. E. Green

POLICIES

No stated special policies.

♦

KOKO

"COME KOKO"

LA JUNTA—EST. 1937

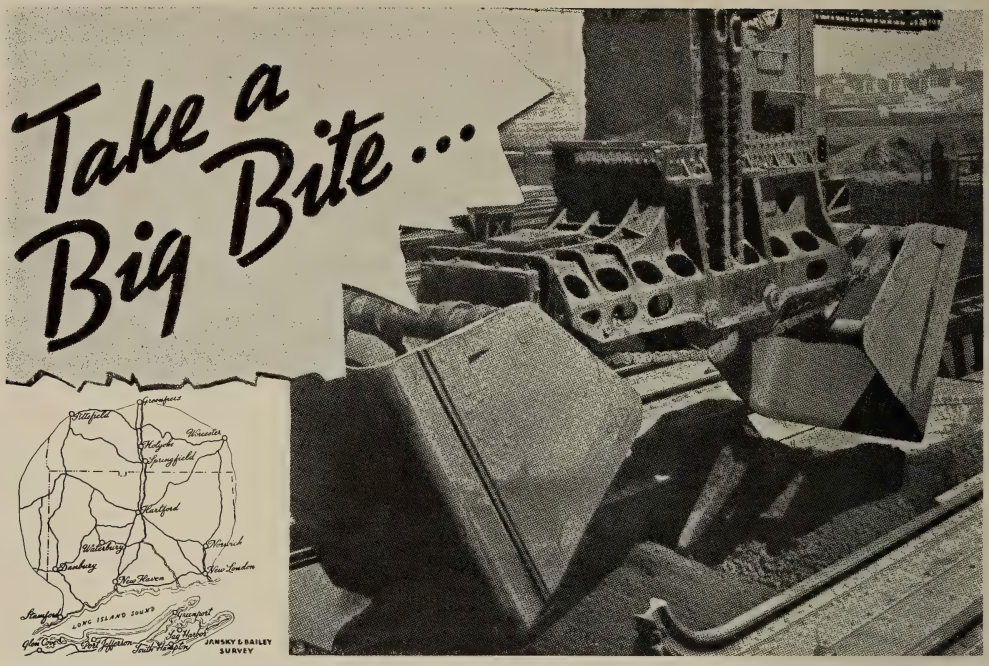
FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: The Southwest Broadcasting Co. OPERATED BY: The Southwest Broadcasting Co. BUSINESS ADDRESS: Box 225. Phone: "42." STUDIO ADDRESS: La Junta. TRANSMITTER LOCATION: La Junta. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. (Mountain Time). NEWS SERVICES: La Junta Tribune, The Pueblo Chieftain & Radio News Assn. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

PERSONNEL

President.....O. C. Samuel
Commercial Manager.....C. R. Anderson
Advertising Manager.....L. E. Wilson
Chief Announcer.....George Holbert
Station Manager.....Leonard E. Wilson
Sales Manager.....R. B. Miller
Publicity Director.....L. E. Wilson
Chief Engineer.....Ralph Rae

POLICIES

Usual average station policies.



WTIC's Fertile Market as shown by the Jansky & Bailey Survey

. . . of This Rich Southern New England Market

Tapping this Southern New England market has put a worthwhile plus on many a sales record. And Station WTIC is practically a must if you want to make the most of it for your product. As a market, WTIC's primary and secondary coverage areas include some 4,000,000 people living in Connecticut, Western Massachusetts, Eastern New York, Vermont and New Hampshire. Government figures show their income to be 15% above the national average as far as *spendable* dollars are concerned. And they account for 23% more retail sales and 50% more food sales per capita than the country at large.

Ross Federal's thorough check of their listening habits shows that WTIC fits this rich market like a glove—with 60.72% of these families listening to WTIC at a given time compared to 24.37% for the next most popular station. This 149% greater coverage can assure you a full measure of profits when you dip into this market with Station WTIC.

●

Write today for our new 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market.

WTIC

THE TRAVELERS BROADCASTING SERVICE CORPORATION

Paul W. Morency, General Manager

50,000 WATTS
HARTFORD, CONN.

MEMBER N. B. C. RED NETWORK and YANKEE NETWORK

James F. Clancy, Business Manager

National Representatives: WEED & COMPANY

CHICAGO DETROIT NEW YORK SAN FRANCISCO

KIDW

"THERE'S NO USE TALKING UNLESS YOU'RE HEARD"

LAMAR—EST. 1932

SOUTHWEST BROADCASTING COMPANY

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Southwest Broadcasting Co. OPERATED BY: Leonard E. Wilson. BUSINESS ADDRESS: 129 W. Elm St. PHONE: 16. STUDIO ADDRESS: 129 W. Elm St. TRANSMITTER LOCATION: Lamar. TIME ON THE AIR: 7:00 A.M. to 6:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President and Advertising Manager, Leonard E. Wilson
General Manager.....Sherrill Ellsworth
Musical Director.....Jack Phillips
Chief Engineer.....J. E. Phillips

POLICIES

Accepts liquor and foreign language accounts.

Merchandising: Newspaper pictures and stories, supplementary spot announcements, window display cards, personal dealer contacts and cooperation.

REPRESENTATIVE

Cox & Tanz, Inc.

KGHF

PUEBLO—EST. 1928

NATIONAL BROADCASTING CO. (BLUE & RED)

FREQUENCY: 1320 Kc. POWER: 500 Watts. OWNED BY: Curtis P. Ritchie. OPERATED BY: Same. BUSINESS ADDRESS: 113 Broadway. PHONE: 3877. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Local paper tieup (A.P.). TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Owner.....Curtis P. Ritchie
Chief Announcer.....Fred Amos
Station Manager.....J. H. McGill
Chief Engineer.....George Ikelman

POLICIES

No stated special policies.

♦

KGEK

STERLING—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Elmer G. Beehler. OPERATED BY: Elmer G. Beehler. BUSINESS ADDRESS: Fleming Road. PHONE: 679. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

POLICIES

Clean novelty type of electrical transcription program will be accepted on alcoholic beverage advertising.

CONNECTICUT

Population 1,741,000

Number of Families 419,850 Number of Radio Homes 422,610

Retail Sales $556,722,000 Auto Registrations 398,254

WICC

BRIDGEPORT (New Haven)—EST. 1926

NBC (BLUE)—YANKEE—COLONIAL

FREQUENCY: 600 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Southern Connecticut Broadcasting Corp. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Hotel Stratfield. PHONE: 6-1121. STUDIO ADDRESS: Hotel Stratfield, 1110 Chapel St., New Haven. TRANSMITTER LOCATION: Pleasure Beach. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. NEWS SERVICES: International News Service, Universal Service, Yankee Network News Service and Colonial Network News Service. TRANSCRIPTION SERVICES: Associated Library, Yankee Network Transcription Service. AFFILIATED with Yankee Network Artists Bureau.

PERSONNEL

President.....John Shepard 3rd
Commercial Manager.....Richard Voynow
Advertising Manager.....C. McVarish
Artists Bureau Head.....Van Sheldon
Station Manager.....Joseph Lopez
Sales Manager.....Fred Rowe
Publicity Director.....Al Stephenson
Chief Engineer.....Garo Ray

POLICIES

Accepts liquor advertising restricted to facts concerning product. Other policies same as Yankee Network.

Constant personal contact is maintained with the wholesale jobber and retail trade by members of the staff, as merchandising aids.

REPRESENTATIVE

Edward Petry & Co., Inc.

♦

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDRC, Inc. OPERATED BY: WDRC, Inc. BUSINESS ADDRESS: 750 Main St. PHONE: 7-1188-9. STUDIO ADDRESS: 750 Main St. TRANSMITTER LOCATION: Blue Hills Ave., Bloomfield. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily); 9:30 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Franklin M. Doolittle
Commercial Manager.....Wm. F. Malo
Advertising Manager.....Wm. F. Malo
Chief Announcer.....Walter Haase
Station Manager.....Franklin M. Doolittle
Sales Manager.....Wm. F. Malo
Publicity Director.....Walter Haase
Musical Director.....Sterling V. Couch
Chief Engineer.....Italo Martino

POLICIES

No liquor advertising—beer accepted. No foreign language accounts.

Complete merchandising service at cost.

REPRESENTATIVE

International Radio Sales

♦

WTHT

"THE VOICE OF HARTFORD"

HARTFORD—EST. 1936

MUTUAL—COLONIAL

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: The Hartford Times. OPERATED BY: Same. BUSINESS ADDRESS: 983 Main St. PHONE: 7-6481. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Hartford Times. NEWS SERVICES: Press Radio Bureau and Associated Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Standard Radio.

PERSONNEL

Station Manager .....Cedric W. Foster
Commercial Manager .....Norbert O'Brien
Program Director .....Walcott Wyllie
Chief Engineer .....Richard K. Blackburn

POLICIES

Takes no liquor advertising of any kind or nature whatsoever. Will take foreign language programs but reserves at all times the right of absolute supervision of accounts on such programs.

Merchandising: Able to accord commercial program news space in The Hartford Times but not too heavy a story. The Times will not publicize its own programs to the exclusion of the other stations in Hartford and feels that too much publicity is taking an unfair advantage.

REPRESENTATIVE

J. P. McKinney & Son

♦

WTIC

HARTFORD

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1040 Kc. POWER: 50000 Watts. OWNED BY: Travelers Indemnity Co. OPERATED BY: Travelers Broadcasting Service Corp. BUSINESS ADDRESS: 26 Grove St. PHONE: Hartford 2-3181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avon. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:45 A.M. to 1:00 A.M. NEWS SERVICE: Yankee Network News. TRANSCRIPTION SERVICE: World Library Service.

PERSONNEL

Chief Announcer .....Fred Wade
Station Manager .....P. W. Morency
Sales Manager .....J. F. Clancy
Publicity Director .....G. Malcolm-Smith
Musical Director .....Moshe Paranov
Chief Engineer .....J. C. Randall

POLICIES

Beer and light wine advertising accepted. Hard liquor advertising is not acceptable to the station.

Merchandising in connection with commercial programs is done at the client's expense.

All new programs are publicized in our general program resume.

REPRESENTATIVE

Weed & Company

WNBC

"SERVING CENTRAL CONNECTICUT"

NEW BRITAIN—EST. 1935

REGIONAL AFFILIATION (?)

FREQUENCY: 1380 Kc. POWER: 250 Watts. OWNED BY: State Broadcasting Corp. OPERATED BY: State Broadcasting Corp. BUSINESS ADDRESS: 147 Main St. PHONE: 240-1. STUDIO ADDRESS: 147 Main St. TRANSMITTER LOCATION: Cedar St., Newington. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Library.

PERSONNEL

President.....Patrick J. Goode
Commercial Manager.....R. W. Davis
Chief Announcer.....Hal Goodwin
Station Manager.....Richard W. Davis
Publicity Director.....Milt Berkowitz
Musical Director.....Doris M. Peck
Chief Engineer.....Rogers B. Holt

POLICIES

All contracts subject to station approval and governmental regulations. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the management. All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director.

♦

WELI

"NEW HAVEN'S OWN STATION"

NEW HAVEN—EST. 1935

FREQUENCY: 900 Kc. POWER: 500 Watts. OWNED BY: Patrick J. Goode. OPERATED BY: City Broadcasting Corp. BUSINESS ADDRESS: 221 Orange St. PHONE: 8-1133. STUDIO ADDRESS: 221 Orange St. TRANSMITTER LOCATION: West Haven. TIME ON THE AIR: Sunrise to local sunset. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Patrick J. Goode
Commercial Manager.....James T. Milne
Artists' Bureau Head.....Marion Reynolds
Chief Announcer.....Charles Wright
Station Manager.....James T. Milne
Sales Manager.....James T. Milne
Publicity Director.....Sidney Golluboff
Musical Director.....Marion Reynolds
Chief Engineer.....J. Gordon Keyworth

POLICIES

Accepts beer and wine advertising and programs in Italian and Polish as these are the two dominant foreign nationalities in locality. All script material must be submitted two weeks in advance of program and must comply with all legislative demands such as FCC rulings . . . particularly in food and drug copy. Musical programs must be submitted one week in advance in order to allow for clearing of restricted numbers.

Merchandising: Handles all requests for samples by sending people to their neighborhood stores where product has distribution; also handle contest awards.

On occasion contacts dealer outlets, retail outlets and obtains distribution for products.

REPRESENTATIVE

Gene Furgason & Co.

♦

WNLC

"THE FRIENDLY VOICE OF THE THAMES"

NEW LONDON—EST. 1936

YANKEE-COLONIAL-MUTUAL

FREQUENCY—1500 Kc. POWER: 100 Watts. OWNED BY: Thames Broadcasting Corp. OPERATED BY: Thames Broadcasting Corp. BUSINESS ADDRESS: Mohican Hotel. PHONE: New London 3353-4. STUDIO ADDRESS: Mohican Hotel. TRANSMITTER LOCATION: Winthrop Point. TIME ON THE AIR: 7:30 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....R. J. Morey
Commercial Manager.....G. J. Morey
Advertising Manager.....Robert Howell
Artists' Bureau Head.....Len Stevens
Chief Announcer.....Paul R. Swimelar
Station Manager.....G. J. Morey
Sales Manager.....Charles Barnes
Publicity Director.....G. J. Morey
Musical Director.....Richard Benvenuti
Chief Engineer.....Neil Spencer

POLICIES

No special liquor or foreign language restrictions.

♦

WATR

"VOICE OF WATERBURY"

WATERBURY—EST. 1934

INTERCITY

FREQUENCY: 1190 Kc. POWER: 100 Watts. OWNED BY: WATR Co., Inc. OPERATED BY: WATR Co., Inc. BUSINESS ADDRESS: 71 Grand St. PHONE: 3-5161. STUDIO ADDRESS: 71 Grand St. TRANSMITTER LOCATION: 47 Grand St. TIME ON THE AIR: 7:30 A.M. to 8:00 P. M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President.....Harold Thomas
Commercial Manager.....Sam Elman
Advertising Manager.....Sam Elman
Chief Announcer.....James Parker
Station Manager.....Harold Thomas
Sales Manager.....Sam Elman
Publicity Director.....Chas. Cutler
Musical Director.....Romeo Delfino
Chief Engineer.....Norman Blake

POLICIES

No special policies or restrictions.

♦

WBRY

"THE PIONEER HIGH FIDELITY BROADCASTING STATION"

WATERBURY—EST. 1934

MUTUAL—COLONIAL

FREQUENCY: 1530 Kc. POWER: 1000 Watts. OWNED BY: American-Republican, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 136 Grand St., Waterbury—152 Temple St., New Haven. PHONE: Waterbury 3-1125—New Haven 7-1243. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Waterbury Republican and Waterbury American. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....W. J. Pape
Commercial Manager.....E. J. Frey
Advertising Manager.....E. J. Frey
Artists Bureau Head.....D. H. Halpern
Chief Announcer.....D. H. Halpern
Station Manager.....E. J. Frey
Sales Manager.....E. J. Frey
Publicity Director.....E. Christy Erk
Musical Director.....D. H. Halpern
Chief Engineer.....S. E. Warner

POLICIES

No special restrictions as to liquor or foreign language programs.

Merchandising: The merchandising department of the Waterbury Republican and American is occasionally used for regular merchandising service requested by national advertisers.

REPRESENTATIVE

Joseph Hershey McGillvra

DELAWARE

Population 261,000

Number of Families 64,270 — Number of Radio Homes 52,850

Retail Sales $76,877,000 — Auto Registrations 56,629

WDEL

WILMINGTON—EST. 1922

NBC (RED)—INTER-CITY—MASON DIXON

FREQUENCY: 1120 Kc. POWER: 500 watts, d.; 250 watts, n. OWNED BY: WDEL, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 10th and King Sts. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North East Boulevard. TIME ON THE AIR: 9:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

President .....Clair R. McCollough
Commercial Manager.....J. Gorman Walsh
Program Manager.....Edw. Browning
Station Manager.....J. Gorman Walsh
Publicity Director.....Lonny Starr
Chief Engineer.....J. E. Mathiot

POLICIES

Station reserves the right to censor copy.

REPRESENTATIVE

Paul H. Raymer Co.

WILM

WILMINGTON—EST. 1922

MASON DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Delaware Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 920 King St. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carrcroft. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

President .....Clair R. McCollough
Commercial Manager.....J. Gorman Walsh
Program Manager.....Sidney Horwitz
Station Manager.....J. Gorman Walsh
Publicity Director.....Irene Barry
Chief Engineer.....J. E. Mathiot

POLICIES

Station reserves the right to censor copy.

DISTRICT OF COLUMBIA

Population 627,000

Number of Families 159,950 — Number of Radio Homes 145,510

Retail Sales $330,813,000 — Auto Registrations 181,319

WJSV

WASHINGTON, D. C.—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 10,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 817 Earle Bldg. PHONE: Metropolitan 3200. STUDIO ADDRESS: 817 Earle Bldg. TRANSMITTER LOCATION: Mt. Vernon Memorial Highway—4½ miles south of White House. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Full facilities.

PERSONNEL

Commercial Manager.....A. D. Willard, Jr.
Chief Announcer.....Larry Elliott
Station Manager.....A. D. Willard, Jr.
Publicity Director.....Ann Gillis
Chief Engineer.....Clyde Hunt

POLICIES

Does not accept liquor advertising, has no foreign language accounts, and follows the general policies of the Columbia Broadcasting System.

REPRESENTATIVE

Radio Sales

♦

WMAL

WASHINGTON, D. C.—EST. 1925

NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 630 Kc. POWER: 500 Watts, d.; 250 Watts, n. OWNED BY: M. A. Leese Radio Corp. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: TransLux Bldg. Phone: District 0300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 712—11th St. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library.

PERSONNEL

President..... Norman Leese
Commercial Manager.....John H. Dodge
Advertising Manager.....John H. Dodge
Station Manager.....Kenneth H. Berkeley
Sales Manager.....John H. Dodge
Publicity Director.....Phebe M. Gale
Musical Director.....Fred Shawn
Chief Engineer.....A. E. Johnson

POLICIES

Does not accept hard liquor or wine advertisements, nor foreign language accounts. NBC policies apply otherwise.

REPRESENTATIVE

National Broadcasting Co., Inc.

♦

WOL

"MUTUAL'S STATION FOR THE DISTRICT OF COLUMBIA"

WASHINGTON, D. C.—EST. 1927

MUTUAL—INTERCITY

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: American Broadcasting Co. OPERATED BY: American Broadcasting Co. BUSINESS ADDRESS: 1627 K St. N.W. PHONE: Metro 0012-3-4. STUDIO ADDRESS: 1627 K St. N.W. TRANSMITTER LOCATION: Annapolis Hotel. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Standard Music Library, Lang-Worth Productions and NAB Library.

PERSONNEL

President.....Le Roy Mark
Station Manager.....W. B. Dolph
Commercial Manager.....Henry V. Seay
Chief Announcer.....Stephen McCormick
Sales Manager.....Henry V. Seay
Publicity Director.....M. E. Cronan
Musical Director.....Frank Burger
Chief Engineer.....H. H. Lyon

POLICIES

Liquor and beer ads carried on week days only. No disease cures. Controversial subjects only when of news value.

Foreign language programs accepted only if, in station's opinion, there are enough of that nationality located within transmitter service area to justify broadcast.

Merchandising features: On contracts for 13 weeks or more, letters will be mailed to wholesalers, retailers and chain store buyers to acquaint them with the radio program. First 50 letters mailed at no cost to client; additional letters charged at cost. Display material will be distributed to key chains. Publicity releases are sent to some 25 newspapers and trade journals. Station break announcements are made prior to all new programs going on the air, without cost to advertiser.

REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

♦

WRC

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 950 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: TransLux Bldg. PHONE: District 0300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3308—14th St. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus & NAB Library.

PERSONNEL

President.....Lenox R. Lohr
Commercial Manager.....John H. Dodge
Advertising Manager.....John H. Dodge
Station Manager.....Kenneth H. Berkeley
Sales Manager.....John H. Dodge
Publicity Director.....Phebe M. Gale
Musical Director.....Fred Shawn
Chief Engineer.....A. E. Johnson

POLICIES

We will not accept hard liquor or wine advertisements, or foreign language accounts. NBC policies apply otherwise.

REPRESENTATIVE

National Broadcasting Co., Inc.

FLORIDA

Population 1,670,000

Number of Families 421,025 — Number of Radio Homes 267,090

Retail Sales $425,807,000 — Auto Registrations 386,907

WFLA

"SERVING THE TAMPA TRADE TERRITORY"

CLEARWATER—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Fla. West Coast Broadcasting Co., Inc. OPERATED BY: Fla. West Coast Broadcasting Co., Inc. BUSINESS ADDRESS: Tair Bldg., Tampa. PHONE: M H 1828- and H 1829, Tampa—Clearwater 2753. STUDIO ADDRESS: Tair Bldg., Tampa. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Press Radio Bureau. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Own recording equipment.

PERSONNEL

President.....H. H. Baskin
Com. Mgr. & V-P.....W. Walter Tison
Advertising Manager.....W. Walter Tison
Artists' Bureau Head.....Maxine Jones
Chief Announcer.....Mardi Liles
Station Manager.....W. Walter Tison
Sales Manager.....Melvin A. Myer (Local)
Publicity Director.....Thos. A. Morton
Musical Director.....Paul Jones
Chief Engineer.....Joe Mitchell

POLICIES

Liquor programs must be in good taste. Foreign language programs not accepted.

Limited merchandising is offered in keeping with size of the account. Exploitation is carried out in accord with wishes of advertiser and at his expense.

REPRESENTATIVE

Gene Furgason & Co.

WMFJ

"THE TOPS IN PROGRAMS AT THE TOP OF YOUR DIAL"

DAYTONA BEACH—EST. 1934

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: W. Wright Esch. OPERATED BY: W. Wright Esch. BUSINESS ADDRESS: 126½ Magnolia Ave. PHONE: 91. STUDIO ADDRESS: 126½ Magnolia Ave. TRANSMITTER LOCATION: 126½ Magnolia Ave. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 9:00 P.M. (Sunday). NEWS SERVICE: Radio News Assoc.

PERSONNEL

Commercial Manager.....Ed Sims
Chief Announcer.....Ray Clancy
Station Manager.....W. Wright Esch
Chief Engineer.....W. K. Ellenwood

POLICIES

No liquor accounts accepted.

REPRESENTATIVE

Cox & Tanz, Inc.

♦

WRUF

"THE VOICE OF FLORIDA"

GAINESVILLE

FREQUENCY: 830 Kc. POWER: 5000 Watts. OWNED BY: State and University of Florida. OPERATED BY: Same. BUSINESS ADDRESS: University Campus. PHONE: 1000 Ext. 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime to local sunset at Denver, Colo. TRANSCRIPTION SERVICE: World Broadcasting System. NAB Library.

PERSONNEL

Station Executive.....Garland Powell
Asst. Director.....Russell McCaughan
Chief Announcer.....George Walsh
Chief Engineer.....Joseph Weil

POLICIES

Advertising of alcoholic beverages not accepted. Foreign language accounts and patent medicine accounts not accepted.

♦

WJAX

(SUMMER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF OCEAN BREEZES"
(WINTER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF SUNSHINE"

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: City of Jacksonville. OPERATED BY: Same. BUSINESS ADDRESS: No. 1 Broadcast Place. PHONE: 5-5821-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hyde Park Country Club. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.—(Sunday) 8:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Commissioner in Charge.....Thos. C. Imeson
Station Manager and Chief Engineer.....John T. Hopkins, III
Merchandising Manager.....Ralph Feather

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Merchandising manager assists in making merchandise displays, sending out mimeographed letters and other types of merchandising requested by sponsors, there being no charge other than material used, stationery, stamps, etc.

REPRESENTATIVE

Craig & Hollingbery, Inc.

♦

WMBR

JACKSONVILLE—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Fla. Broadcasting Co. OPERATED BY: Fla. Broadcasting Co. BUSINESS ADDRESS: P. O. Box 4428. PHONE: 5-4387-8. STUDIO ADDRESS: Atlantic National Bank Bldg. TRANSMITTER LOCATION: South Jacksonville. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Library.

PERSONNEL

President.....Frank King
Chief Announcer.....Chas. Stone
Musical Director.....Marie Elliott
Chief Engineer.....H. B. Greene

POLICIES

No hard liquor advertising accepted. Carries out a monthly distribution check on all food and drug items.

REPRESENTATIVE

Paul H. Raymer Co.

♦

WLAK

LAKELAND—EST. 1936

FREQUENCY: 1300 Kc. POWER: 100 Watts. OWNED BY: Lake Region Broadcasting Co. OPERATED BY: Lake Region Broadcasting Co. BUSINESS ADDRESS: New Florida Hotel. PHONE: 2128. STUDIO ADDRESS: New Florida Hotel. TRANSMITTER LOCATION: Lakeland. TIME ON THE AIR: Full Time License. TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting System.

PERSONNEL

Manager.....John Reagin

POLICIES

Advertising of alcoholic beverages not accepted excepting beer and wine.

WKAT...

The Station Where the Nation Comes to Play!

PRESENTS . . .

NATIONAL COVERAGE—A MASS MARKET—CONCENTRATED IN SOUTH FLORIDA

A varied program schedule designed for entertainment . . . news . . . education . . . and other religious, educational, civic and sports programs . . .

WKAT

MIAMI BEACH

1500 KC . . . at the TOP of the dial

—Western Electric "High Fidelity" Equipment used exclusively.
—Direct United Press Teletype News Service.
—Complete Associated Music Service.
—New Baldwin Pianos and Hammond Organ.
—Program service especially designed for local interest.
—Located in its own accoustically treated studios, entirely air-conditioned—at 1759 N. Bay Road, Miami Beach.

WCOA

PENSACOLA, FLA.

INCREASES POWER TO

1,000 Watts L. S.

NO INCREASE IN RATES!

Number of radio homes in day-time listening area will be more than five times the number reached by this station in 1937; covering the rich agricultural sections of northern Florida and southern Alabama.

Night-time signal strength, through improved broadcasting facilities of **WCOA**, will be four times greater than last year!

For extra radio value at no extra cost, include **WCOA** on all southern broadcast schedules. Write direct to station or representatives for complete details regarding coverage.

Owned by the News-Journal Company, assuring thorough newspaper cooperation.

Represented by:

JOHN H. PERRY ASSOCIATES

WM. K. DORMAN, Manager

225 West 39th St., New York City—Tele. BRyant 9-3357

Chicago ● Detroit ● Atlanta (R. J. Bidwell, San Francisco, Los Angeles)

WIOD

"RADIO CITY OF THE SOUTH"
"BEST ON THE DIAL"

MIAMI—EST. 1926

NBC—(Red and Blue)

FREQUENCY: 610 Kc. POWER: 1000 Watts. OWNED BY: Isle of Dreams Broadcasting Co. OPERATED BY: Isle of Dreams Broadcasting Co. BUSINESS ADDRESS: News Tower. PHONE: 3-6444. STUDIO ADDRESS: News Tower. TRANSMITTER LOCATION: Miami. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight (daily); 8:00 a.m. to 12:00 midnight (Sunday). NEWSPAPER AFFILIATION: Miami Daily News. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Library.

PERSONNEL

President.....D. J. Mahoney
Vice-Pres. and Genl. Mgr.....Hal Leyshon
Commercial Manager.....S. A. Vetter
Chief Announcer.....Bill Pennell
Station Manager.....Martin S. Wales
Publicity Director.....Martin S. Wales
Musical Director.....Earl Barr Hanson
Chief Engineer.....Milton C. Scott Jr.

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, not accepted.

REPRESENTATIVE

Craig & Hollingbery, N. Y., Chicago San Francisco, Atlanta

♦

WQAM

"THE VOICE OF TROPICAL AMERICA"

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 1000 watts. OWNED BY: Miami Broadcasting Co. OPERATED BY: Miami Broadcasting Co. BUSINESS ADDRESS: Postal Bldg.. PHONE: 26121. STUDIO ADDRESS: Postal Bldg. TRANSMITTER LOCATION: 14th St. & Biscayne Bay. TIME ON THE AIR: 6:00 a.m. to Midnight. NEWS SERVICES: United Press, Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Fred W. Borton
Commercial Manager.....Norman MacKay
Advertising Manager.....Norman MacKay
Artists Bureau Head.....Hazel McGuire
Chief Announcer.....Walt Svehla
Station Manager.....Fred Mizer
Sales Manager.....Norman MacKay
Publicity Director.....Leslie Harris
Musical Director.....Jack Thurston
Chief Engineer.....Ralph Nulsen

POLICIES

No liquor except light wines, beer. Will take Spanish programs if English equivalent used at same time.

Merchandising: Direct mail, surveys, and general assistance.

REPRESENTATIVE

Gene Furgason & Company

♦

WKAT

MIAMI BEACH—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: A. Frank Katzentine. OPERATED BY: Same. BUSINESS ADDRESS: 1759 N. Bay Rd. PHONE: 5-7471. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Library.

PERSONNEL

Owner .....A. Frank Katzentine
Station Manager .....Jan Musselman
Asst. Station Manager .....Betty Lee Taylor

♦

WDBO

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 watts, n. OWNED BY: Orlando Broadcasting Co., Inc. OPERATED BY: Orlando Broadcasting Co., Inc. BUSINESS ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave. PHONE: 6181-5957. STUDIO ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave.; Deland Extension Studio: Chamber of Commerce Bldg., Deland. TIME ON THE AIR: (daily) 7:00 a.m. to 12:15 a.m., (Sunday) 7:30 a.m. to 12:15 a.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: World Library.

PERSONNEL

President.....Col. Geo. C. Johnston
Commercial Manager.....Harold P. Danforth
Local Advertising Manager.....J. M. Pedrick
Artists Bureau Head.....W. Kimble
Chief Announcer.....W. Gage McBride
Station Manager.....Harold P. Danforth
Sales Manager.....Harold P. Danforth
Publicity Director.....Lenoir Cushman
Program Director.....Emily Beckett
Musical Director.....Walter Kimble
Chief Engineer.....J. E. Yarbrough

POLICIES

Wine and beer only; no liquor. Foreign language programs not accepted because of extremely limited number of foreign speaking families within service area.

REPRESENTATIVE

Paul H. Raymer Company

WDBO

FLORIDA'S 2nd BEST STATION



5000 WATTS DAY
1000 WATTS NIGHT

CBS Affiliate

WDBO—Orlando, Florida

WCOA

"VOICE OF WEST FLORIDA"

PENSACOLA—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 1000 Watts. OWNED BY: Pensacola Broadcasting Co. OPERATED BY: Pensacola Broadcasting Co. BUSINESS ADDRESS: P. O. Box 1368. STUDIO ADDRESS: San Carlos Hotel. TRANSMITTER LOCATION: Pensacola Bay Bridge. TIME ON THE AIR: 7:00 p.m. to 11:00 p.m. NEWSPAPER AFFILIATION: News-Journal Co. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....John H. Perry
Commercial Manager.....R. R. Powell
Chief Announcer.....Jas. Hendrix
General Manager.....Henry G. Wells, Jr.
Musical Director.....C. J. Edmiston
Chief Engineer.....Beecher Hayford

POLICIES

No liquor; advertising copy week in advance—foreign population negligible.

WE HAVE TRIPLED OUR BUSINESS IN ONE YEAR

WJNO

WEST PALM BEACH, FLORIDA

WEED AND CO., NEW YORK
NATIONAL REPRESENTATIVES

Merchandising: Letters to trade — special posters in stores, taxicab (rear tire covers), posters on all municipal vehicles. Trade surveys.

REPRESENTATIVE

John H. Perry Assoc.

♦

WFOY

"THE BIRTHPLACE OF A NATION"

ST. AUGUSTINE—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 Watts (daytime). OWNED BY: Fountain of Youth Properties, Inc. OPERATED BY: Fountain of Youth Properties, Inc. BUSINESS ADDRESS: Fountain of Youth Gardens. PHONE: 1400. STUDIO ADDRESS: Fountain of Youth Gardens. TRANSMITTER LOCATION: Fountain of Youth Gardens. TIME ON THE AIR: 7:30 a.m. to 11:00 p.m. EST. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Walter B. Fraser
Commercial Manager.....R. D. Hudiburg
Advertising Manager.....R. D. Hudiburg
Station Manager.....R. M. Tigert
Sales Manager.....R. D. Hudiburg
Program Director.....Ruth Tanksley
Chief Engineer.....Bradley Overton

POLICIES

Does not accept liquor advertising.

REPRESENTATIVE

Wellman Service

♦

WSUN

"WHY STAY UP NORTH"

ST. PETERSBURG—EST. 1928

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 Watts-d., 1000 watts-n. OWNED BY: Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: P. O. Box 177. PHONE: 4747-8. STUDIO ADDRESS: Recreation Pier. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 a.m. to 1:00 a.m.—Tues., Thurs., Sat. & Sun. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

of
"CONTROL BOARD"

Commercial Manager.....Harold H. Meyer
Chief Announcer.....Louis J. Link
Station Manager.....Harold H. Meyer
Sales Manager.....Jerry Wigley
Chief Engineer.....Louis J. Link

POLICIES

Beer and ale accounts accepted. No hard liquors—(in line with NBC policy). No foreign language accounts. Advance copy for approval on all Patent Medicine acc'ts.

Uses large poster cards front and rear of Municipal Railway Cars, as part of merchandising plan.

REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

♦

WTAL

"VOICE OF FLORIDA'S CAPITAL CITY"

TALLAHASSEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts-d., 100 Watts-n. OWNED BY: Fla. Capital Broadcasters, Inc. OPERATED BY: Fla. Capital Broadcasters, Inc. BUSINESS ADDRESS: Thomasville Rd. PHONE: 1310-R. STUDIO ADDRESS: Thomasville Rd. TRANSMITTER LOCATION: Thomasville Rd. TIME ON THE AIR: 8:00 a.m. to 10:00 p.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICES: World Broadcasting System.

PERSONNEL

President .....Gilbert Freeman
Station Manager.....Richard Kingston
Musical Director.....Lillian Kalil
Chief Engineer.....J. H. Bailey

POLICIES

Does not accept liquor advertising.

REPRESENTATIVE

World Broadcasting System

♦

WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Tampa Times Company. OPERATED BY: Tampa Times Company. BUSINESS ADDRESS: Tampa Terrace Hotel. PHONE: M-1818. STUDIO ADDRESS: Tampa Terrace Hotel. TRANSMITTER LOCATION: Forest Hills Country Club, Area. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Tampa Daily Times. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President .....David E. Smiley
Commercial Manager .....L. S. Mitchell
Chief Announcer .....Kenneth W. Skelton
Station Manager .....L. S. Mitchell
Publicity Director .....Virginia L. James
Musical Director .....Dr. M. Platner
Chief Engineer .....Wm. Pharr Moore

POLICIES

Hard liquor advertising not carried. Beer and light wine advertising accepted. Programs in Spanish carried regularly.

Reasonable amount of window display, local calls, letter service and newspaper tie-ins are available.

REPRESENTATIVE

E. Katz Special Adv. Agency

♦

WJNO

"THE VOICE OF WEST PALM BEACH"

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 kc. POWER: 250 watts-d., 100 watts-n. OWNED BY: Hazlewood, Inc. OPERATED BY: Hazlewood, Inc. BUSINESS ADDRESS: P. O. Box 189. PHONE: 5157-8. STUDIO ADDRESS: 1415 Okeechobee Road. TRANSMITTER LOCATION: 1415 Okeechobee Road. TIME ON THE AIR: 7:00 a.m. to 12:30 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting Co.

PERSONNEL

President-General Manager.Geo. A. Hazelwood
Vice-President.....Jay O'Brien
Commercial Manager.....Geo. A. Hazlewood
Secretary-Treasurer.....Miss Louise De Lea
Chief Announcer.....Ben Decker
Sales Manager.....Geo. A. Hazlewood
Publicity Director.....Geo. A. Hazlewood
Musical Director.....Mrs. C. C. Abbott
Chief Engineer.....F. G. Carroll

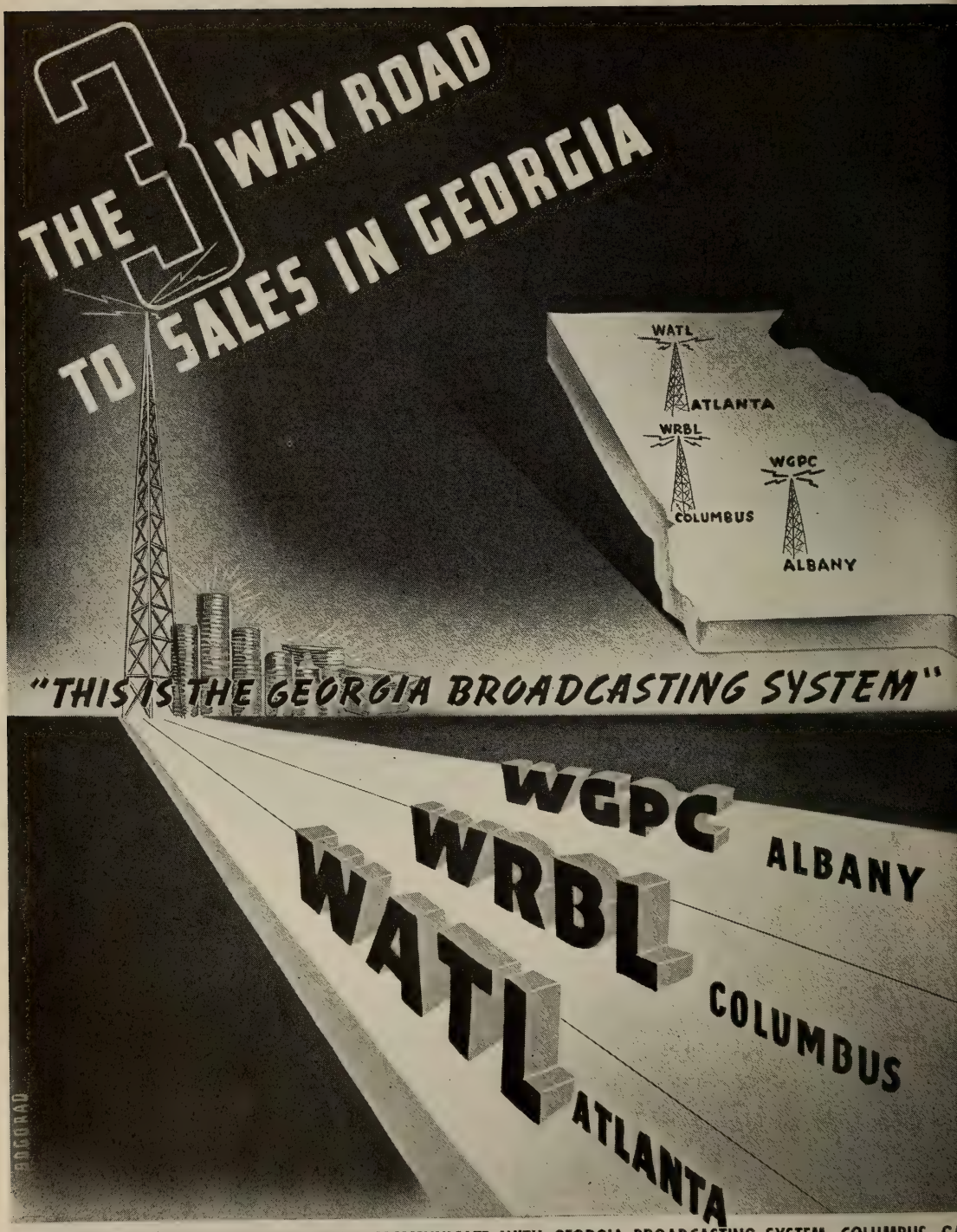
POLICIES

Beer and wine acc'ts only; no hard liquor. No foreign language programs to date.

Merchandising: The publicity dept. cooperates with sponsor in every way possible.

REPRESENTATIVE

Weed & Company


THE 3 WAY ROAD
TO SALES IN GEORGIA
WATL
ATLANTA
WRBL
COLUMBUS
WGPC
ALBANY
"THIS IS THE GEORGIA BROADCASTING SYSTEM"
WGPC
ALBANY
WRBL
COLUMBUS
WATL
ATLANTA
FOR COMBINED RATES AND INFORMATION COMMUNICATE WITH GEORGIA BROADCASTING SYSTEM, COLUMBUS, G

GEORGIA

Population 3,085,000

Number of Families 687,640 Number of Radio Homes 256,060

Retail Sales $484,693,000 Auto Registrations 410,583

WGPC

"VOICE OF S. W. GEORGIA"

ALBANY—EST. 1934

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: J. W. Woodruff, Sr. OPERATED BY: J. W. Woodruff, Sr. BUSINESS ADDRESS: 127¼ N. Jackson. PHONE: 1371-1370. STUDIO ADDRESS: 127½ N. Jackson. TRANSMITTER LOCATION: 127½ N. Jackson. TIME ON THE AIR: 7:00 a.m. to 9:30 p.m. NEWS SERVICE: Local news. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

President.....J. W. Woodruff, Sr.
Chief Announcer.....Hubert Batey
Station Manager.....R. L. Finch, Jr.
Sales Manager.....R. L. Finch, Jr.
Chief Engineer.....Jim Cunningham

POLICIES

No special policies or restrictions.

REPRESENTATIVE

J. J. Devine & Assoc.

♦

WGAU *

ATHENS—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: J. K. Patrick & Co. OPERATED BY: J. K. Patrick & Co. BUSINESS ADDRESS: Athens. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

* Operating under C. P. issued by FCC, at time of going to press.

♦

WAGA

"ATLANTA'S WAVE OF WELCOME"

ATLANTA—EST. 1937

NBC—(BLUE)

FREQUENCY: 1450 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Liberty Broadcasting Co. OPERATED BY: The Atlanta Journal. BUSINESS ADDRESS: Western Union Bldg. PHONE: Main 5101-3. STUDIO ADDRESS: Western Union Bldg. TRANSMITTER LOCATION: East Atlanta. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: The Atlanta Journal (Operates the station and owns stock in same). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Transcription Library.

PERSONNEL

President.....John A. Brice
Commercial Manager.....Jess M. Swicegood
Chief Announcer.....Earle J. Pudney
Station Manager.....Jess M. Swicegood
Musical Director.....Earle J. Pudney
Chief Engineer.....Clif H. Hanson

POLICIES

No liquor accounts accepted. No Chiropractic accounts accepted.

Merchandising: Sponsors receive full cooperation and publicity through the pages of the radio section of the Atlanta Journal and all other mediums are charges to the account at cost to the station.

REPRESENTATIVE

Edward Petry Co., Inc.

♦

WATL

"FIRST IN ATLANTA"

ATLANTA—EST. 1931

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Atlanta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Henry Grady Bldg. PHONE: Walnut 4377-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Atlanta. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (all night Sat.). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

President.....J. W. Woodruff
General Manager.....Maurice C. Coleman
Chief Announcer.....Dick Pyron
Sales Manager.....Maurice C. Coleman
Musical Director.....Ken Keese
Chief Engineer.....Jim Comer Jr.

POLICIES

Accepts light wines and beer. Will accept liquor when legalized in state. Accepts foreign language programs if English script is furnished and passes usual policy rules.

Merchandising: Tabloid "newspapers" delivered to 75,000 homes regularly; blotters supplied on all accounts that are of 52-week duration. Phone service to all women's organizations, etc., informing them of attractions. Letters and post cards to dealer outlets, etc. Expect to turn a portion of our national advertising over to clients.

REPRESENTATIVE

J. J. Devine & Associates

♦

WGST

ATLANTA—EST. 1929

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Georgia School of Technology. OPERATED BY: Southern Broadcasting Stations, Inc. BUSINESS ADDRESS: Ansley Hotel. PHONE: Walnut 8441. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Atlanta. TIME ON THE AIR: Sundays, 7:00 A.M. to 12:00 midnight; Daily, 6:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

General Manager .....W. H. Summerville

REPRESENTATIVE

E. Katz Special Advertising Agency

♦

WSB

"THE VOICE OF THE SOUTH"

ATLANTA—EST. 1922

NBC—RED

FREQUENCY: 740 Kc. POWER: 50,000 Watts. OWNED BY: Atlanta Journal Co. OPERATED BY: Atlanta Journal Co. BUSINESS ADDRESS: Atlanta Biltmore Hotel. STUDIO ADDRESS: Atlanta Biltmore Hotel. TRANSMITTER LOCATION: Near Tucker, Ga. TIME ON THE AIR: Daily: 6:00 A.M. to 11:00 P.M.; Sunday, 12:00 Noon to 11:00 P.M. NEWSPAPER AFFILIATION: Atlanta Journal. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

General Manager.....Lambdin Kay
Sales Manager.....John M. Outler, Jr.
Program Director.....Roy McMillen
Musical Director.....Marcus Bartlett
Production Manager.....Lessie Smithgall
Commercial Traffic Manager....Dana Walters
Transcription Editor.....Douglas Edwards
News Editor.....Ernest Rogers
Educational Director.....Louis T. Rigdon
Chief Engineer.....C. F. Daugherty

POLICIES

All business accepted subject to the "Standard Conditions Governing Contracts and Orders for Spot Broadcasting" adopted by the National Association of Broadcasters in cooperation with the American Association of Advertising Agencies.

REPRESENTATIVE

Edward Petry & Company

♦

WRDW

"WHERE RADIO DOES WANDER"

AUGUSTA—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts-d., 100 watts-n. OWNED BY: Augusta Broadcasting Co. OPERATED BY: Augusta Broadcasting Co. BUSINESS ADDRESS: 10th & Broad Sts. PHONE: 2976-7-8. STUDIO ADDRESS: 10th & Broad Sts. TRANSMITTER LOCATION: North Augusta, S. C. TIME ON THE AIR: 6:30 a.m. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Sec. & Treas.....F. J. Miller
Commercial Manager.....T. Bennett
Advertising Manager.....T. Bennett
Artists Bureau Head.....James Davenport
Chief Announcer.....James Davenport
Station Manager.....W. R. Ringson
Sales Manager.....T. Bennett
Publicity Director.....Ben Boeckman
Musical Director.....Al Carris
Chief Engineer.....Harvey Aderhold

POLICIES

No liquor advertising.

Up to date merchandising department for national accounts.

REPRESENTATIVE

J. J. Devine & Assoc.

♦

WRBL

"THE VOICE OF FRIENDLY SERVICE"

COLUMBUS—EST. 1928

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: The Columbus Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 1420 2nd Ave. PHONE: 4300-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 15th Ave.—30th St. TIME ON THE AIR: 6:00 A.M. to 12:00 A.M., C.S.T. NEWS SERVICE: International News Service. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

President.....J. W. Woodruff, Sr.
Commercial Manager.....D. T. Youngblood
Artists Bureau Head.....Elizabeth Alford
Chief Announcer Program Director
Bill Dougherty
Station Manager.....J. W. Woodruff, Jr.
Chief Engineer.....Oliver Heely

WKEU

GRIFFIN—EST. 1934

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Radio Station WKEU. OPERATED BY: A. W. Marshall, Jr. BUSINESS ADDRESS: Griffin Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

PERSONNEL

Manager .....A. W. Marshall, Jr.

♦

WMAZ

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1180 Kc. POWER: 1000 Watts. OWNED BY: Southeastern Broadcasting Co. OPERATED BY: Southeastern Broadcasting Co. BUSINESS ADDRESS: 211 Cotton Ave. PHONE: 3131-2. STUDIO ADDRESS: 211 Cotton Ave. TRANSMITTER LOCATION: Georgia Place, Bellevue. TIME ON THE AIR: 6:45 a.m. to Sunset. Albuquerque, New Mexico. NEWSPAPER AFFILIATION: Macon Telegraph & News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Radio Transcription Co. of America.

PERSONNEL

President, General Manager.....E. K. Cargill
Commercial Manager.....Frank Crowther
Station Manager.....E. K. Cargill
Sales Manager.....Frank Crowther
Publicity Director.....Wilton E. Cobb
Musical Director.....Allie V. Williams
Chief Engineer.....George P. Rankin Jr.

POLICIES

No hard liquor advertising accepted.

Merchandising: Extent determined with each account.

♦

WRGA

ROME—EST. 1929

FREQUENCY: 1500 Kc. POWER: 250 watts-d., 100 watts-n. OWNED BY: Rome Broadcasting Corp. OPERATED BY: Rome Broadcasting Corp. BUSINESS ADDRESS: National City Bank Bldg. PHONE: 1995. STUDIO ADDRESS: National City Bank Bldg. TRANSMITTER LOCATION: National City Bank Bldg. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 9:00 a.m. to 10:00 p.m. NEWS SERVICE: United Press.

PERSONNEL

President.....John W. Quarles
Commercial Manager.....Price Selby
Chief Announcer.....Jimmy Kirby
Station Manager.....Happy Quarles
Chief Engineer.....Frank Murphree

REPRESENTATIVE

J. J. Devine & Assoc.

WTOC

"WELCOME TO OUR CITY"

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 Watts (C.P. pending for 5000 Watts). OWNED BY: Savannah Broadcasting Co. OPERATED BY: Savannah Broadcasting Co. BUSINESS ADDRESS: P. O. Box 704. PHONE: Savannah 2-0127. STUDIO ADDRESS: De Soto Hotel. TRANSMITTER LOCATION: Northwest of Savannah. TIME ON THE AIR: Daily, 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

PERSONNEL

President .....W. T. Knight, Jr.
Advertising Manager .....W. B. Smart
Station Manager .....W. T. Knight, Jr.
Sales Manager .....Robert R. Feagin
Chief Announcer .....Weldon W. Herrin
Publicity Director .....W. B. Smart
Chief Engineer .....Laws L. Meador

POLICIES

Liquor advertising not accepted. Will accept foreign language programs provided transcribed with affidavit translating the program, copy and material.

Merchandising: Signs on the sides of Dodge Panel Truck; embossograph signs, mimeographed publicity releases, courtesy announcements, personal contact of local dealers, assistance with dealer display, direct mail campaigns.

REPRESENTATIVE

Paul H. Raymer Company

♦

WPAX

"GOOD MERCHANTS USE RADIO WPAX IN THOMASVILLE"

THOMASVILLE—EST. 1934

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: H. Wimpy. OPERATED BY: H. Wimpy. BUSINESS ADDRESS: 117 Remington Ave. PHONE: 909. STUDIO ADDRESS: 117 Remington Ave. TRANSMITTER LOCATION: 117 Remington Ave. TIME ON THE AIR: 7:00 a.m. to sunset. NEWSPAPER AFFILIATIONS: Atlanta Georgian, Albany Herald, Albany, Ga. Pelham Journal, Pelham, Ga. TRANSCRIPTION SERVICE: Records exclusively.

PERSONNEL

Commercial Manager.....Chas. Lawton
Station Manager.....H. Wimpy
Chief Announcer.....T. P. Walton, Jr.
Sales Manager.....Chas. Lawton
Chief Engineer.....James W. Poole

POLICIES

Accepts beer and wine, no liquor. Very few foreign language listeners in territory but no restrictions on such accounts.

WAYX

"VOICE OF SOUTH GEORGIA"

WAYCROSS—EST. 1936

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Waycross Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 620 Plant Ave. PHONE: 965. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waycross. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Waycross Journal - Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President .....Jack Williams
General Manager.....Jack Murray
Station Manager.....John J. Tobola, Acting
Musical Director.....Jerry Winters

POLICIES

Beer and wine advertising permitted, except on Sunday.

Merchandising: Affiliation with Waycross Journal-Herald permits added publicity on programs. Cuts and stories of artists featured are run in the paper.

REPRESENTATIVE

J. J. De Vine & Assoc.

IDAHO

Population 493,000

Number of Families 118,000 — Number of Radio Homes 86,140

Retail Sales $140,167,000 — Auto Registrations 133,037

KIDO

is not high hat

BUT

we are the exclusive outlet for NBC programs in Idaho

KIDO BOISE, IDAHO

KIDO

"THE VOICE OF IDAHO"

BOISE—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1350 Kc. POWER: 2500 Watts-d., 1000 Watts-n. OWNED BY: C. G. Phillips and Frank L. Hill. OPERATED BY: C. G. Phillips and Frank L. Hill. BUSINESS ADDRESS: Hotel Boise. PHONE: 660-1-3040. STUDIO ADDRESS: Hotel Boise. TRANSMITTER LOCATION: 4½ miles N.W. of city. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Commercial Manager.....Bonnie Scotland
Station Manager.....C. G. Phillips
Advertising Manager.....C. G. Phillips
Chief Announcer.....Billy Phillips
Sales Manager.....W. E. Weaver
Publicity Director.....Leroy Civille
Musical Director.....Vern Moore
Chief Engineer.....Harold Toedtemeier

POLICIES

Liquor advertising after 9:30 p.m. only.

Newspaper and radio publicity by way of merchandising aids.

REPRESENTATIVE

John Blair and Company

KGCI *

COEUR D'ALENE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Clarence A. Berger and Saul S. Freeman. OPERATED BY: Clarence A. Berger and Saul S. Freeman. BUSINESS ADDRESS: Coeur D'Alene. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

* Operating under C.P. at time of going to press.

♦

KID

"THE VOICE OF IDAHO"

IDAHO FALLS—EST. 1928

FREQUENCY: 1320 Kc. POWER: 5000 Watts-d., 500 Watts-n. OWNED BY: KID Broadcasting Co. OPERATED BY: KID Broadcasting Co. BUSINESS ADDRESS: BWM Bldg. PHONE: 4. STUDIO ADDRESS: BWM Bldg. TRANSMITTER LOCATION: Human Highway. TIME ON THE AIR: 6:00 a.m. to midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....J. W. Duckworth
Chief Announcer.....Charles Crabtree
Station Manager.....J. W. Duckworth
Chief Engineer.....W. J. Provis

POLICIES

No special policies or programs or merchandising plans.

REPRESENTATIVE

A. T. Sears

♦

KRLC

LEWISTON—EST. 1935

FREQUENCY: 1390 Kc. POWER: 250 Watts. OWNED BY: H. E. Studebaker. OPERATED BY: H. E. Studebaker. BUSINESS ADDRESS: Lewis-Clark Hotel. PHONE 1950-1. STUDIO ADDRESS: Lewis-Clark Hotel. TRANSMITTER LOCATION: Lewiston Orchards. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 9:00 a.m. to 9:00 p.m. NEWS SERVICES: United Press, Transradio Press. TRANSCRIPTION SERVICES: World Program Service, Lang-Worth Feature Programs, Inc.

PERSONNEL

Owner.....H. E. Studebaker
Advertising Manager.....A. Q. Moore
Chief Announcer .....Bob Anderson
Station Manager.....Donald A. Wike

REPRESENTATIVES

Walter Biddick Co.—Pacific Coast
Sears & Ayers—Chicago
Cox & Tanz—Philadelphia

KFXD

"IDAHO'S STATION KFXD"

NAMPA—EST. 1930

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Frank E. Hurt. OPERATED BY: Frank E. Hurt. BUSINESS ADDRESS: Nampa. PHONE: 1200 Nampa 750. STUDIO ADDRESS: 1024—12 Ave.; S. 8 & Grant Caldwell; 11 & Main, Boise. TRANSMITTER LOCATION: 1024—12 Ave.; S. Boise & Caldwell. TIME ON THE AIR: 6:00 a.m. to 9:00 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, NBC Thesaurus, Lang-Worth.

PERSONNEL

Commercial Manager.....Doyle Cain
Chief Announcer.....Marvin E. Johnston
Station Manager.....Frank E. Hurt
Sales Manager.....Doyle Cain
Chief Engineer.....Edward Hurt

POLICIES

Does not accept any liquor advertising. Does not accept advertising of products not sold by local merchant.

♦

KSEI

POCATELLO—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts-d., 250 Watts-n. OWNED BY: Radio Service Corp. OPERATED BY: Radio Service Corp. BUSINESS ADDRESS: Pocatello. PHONE: 960. STUDIO ADDRESS: Pocatello. TRANSMITTER LOCATION: Bannock County Fairgrounds. TIME ON THE AIR: 6:00 a.m. to 12:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

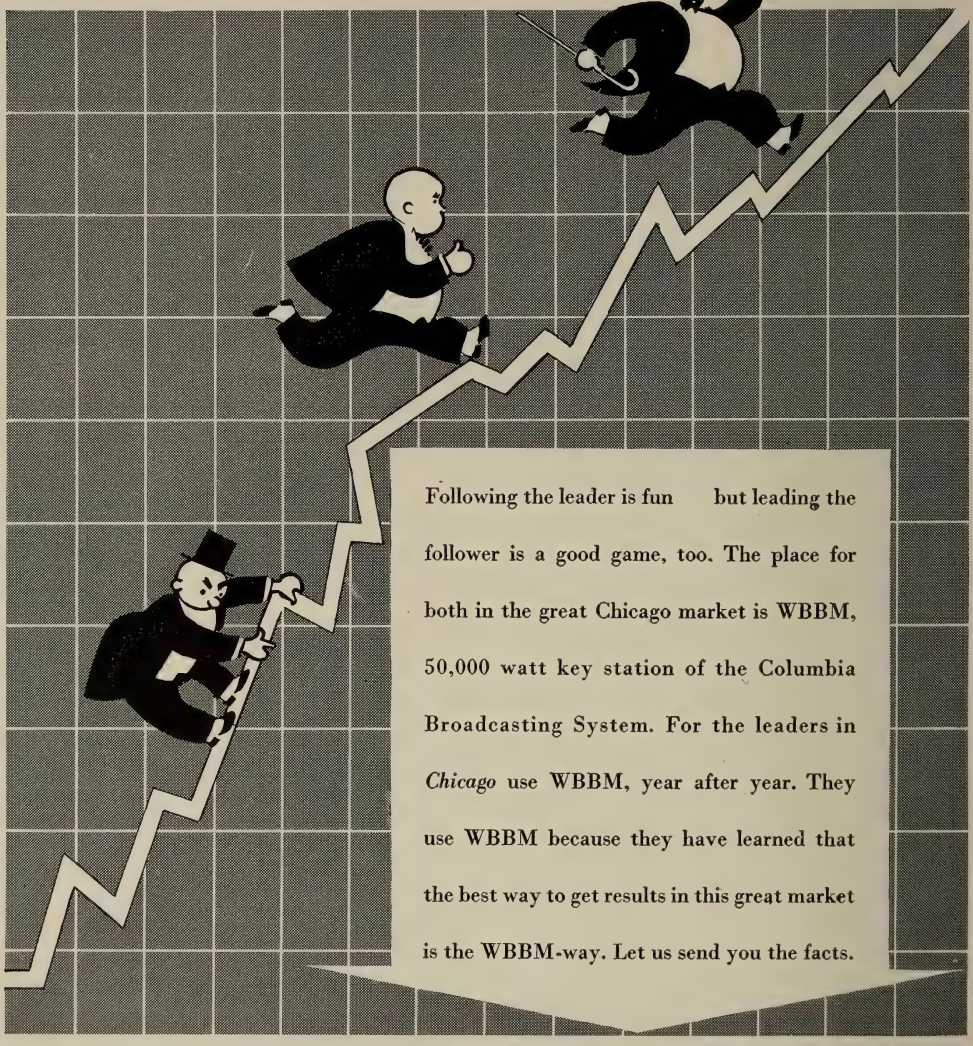
President.....O. P. Soule
Commercial Manager.....Henry H. Fletcher
Chief Announcer.....Julian H. Boone
Station Manager.....Henry H. Fletcher
Publicity Director.....Ruthe A. Fletcher
Musical Director.....Ruthe A. Fletcher
Chief Engineer.....James E. Mitchell

POLICIES

Does not accept hard liquor advertising.

"LEAD THE FOLLOWER"

is a good game . . . too!



Following the leader is fun but leading the follower is a good game, too. The place for both in the great Chicago market is WBBM, 50,000 watt key station of the Columbia Broadcasting System. For the leaders in *Chicago* use WBBM, year after year. They use WBBM because they have learned that the best way to get results in this great market is the WBBM-way. Let us send you the facts.

WBBM

CHICAGO

Owned and operated by the Columbia Broadcasting System. Represented for all spot business by RADIO SALES: New York . . . Chicago . . . Detroit . . . Los Angeles . . . San Francisco.

KTFI

"IDAHO'S DOMINANT STATION"

TWIN FALLS—EST. 1928

FREQUENCY: 1240 Kc. POWER: 100 Watts. OWNED BY: Radio Broadcasting Corp. OPERATED BY: Radio Broadcasting Corp. BUSINESS ADDRESS: Radio Center. PHONE: 30. STUDIO ADDRESS: Radio Center. TRANSMITTER LOCATION: 4 miles west of Twin Falls. TIME ON THE AIR: 5:00 a.m. to 12:00 p.m. (daily), 9:00 a.m. to 11:00 p.m. (Sunday). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: C. P. McGregor & Lang-Worth.

PERSONNEL

President.....O. P. Soule
Commercial Manager.....John E. Gardner
Artists Bureau Head.....Will E. Wright
Chief Announcer.....Jay W. Spracher
Station Manager.....John E. Gardner
Publicity Director.....F. M. Soule
Musical Director.....Will E. Wright
Chief Engineer.....Franklin V. Cox

POLICIES

No stated special policies.

ILLINOIS

Population 7,878,000

Number of Families 1,986,075 Number of Radio Homes 1,898,210

Retail Sales $2,173,069,000 Auto Registrations 1,659,750

WJBC

"VOICE OF CENTRAL ILLINOIS"

BLOOMINGTON—EST. 1934

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: A. M. and D. C. McGregor (a partnership). OPERATED BY: A. M. McGregor. BUSINESS ADDRESS: Bloomington. PHONE: 535-534. STUDIO ADDRESS: Wesleyan University, Normal University, Normal. TRANSMITTER LOCATION: West Gregory St., Normal. TIME ON THE AIR: 9:00 A.M. to 12:30 P.M.—3:00 P.M. to 7:30 P.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio and Lang-Worth Features.

PERSONNEL

President.....A. M. McGregor
Commercial Manager.....Hugh L. Gately
Avertising Manager.....Hugh L. Gately
Chief Announcer.....Bruce Grant
Station Manager.....A. M. McGregor
Sales Manager.....Hugh L. Gately
Musical Director.....Riley Jackson
Chief Engineer.....Marshall Seacrist

POLICIES

No foreign language or liquor accounts accepted.

Merchandising: Station will obtain contracts with wholesalers in this territory—prepare lists of retail outlets—and mail promotional material, etc., all at cost.

♦

WCAZ

CARTHAGE—EST. 1921

FREQUENCY: 1070 Kc. POWER: 100 Watts. OWNED BY: Superior Broadcasting Service, Inc. OPERATED BY: Superior Broadcasting Service, Inc. BUSINESS ADDRESS: Carthage. PHONE: 520. STUDIO ADDRESS: Carthage. TRANSMITTER LOCATION: R. F. D. Carthage. TIME ON THE AIR: Daylight to dark. NEWS SERVICE: Own local news bureau.

PERSONNEL

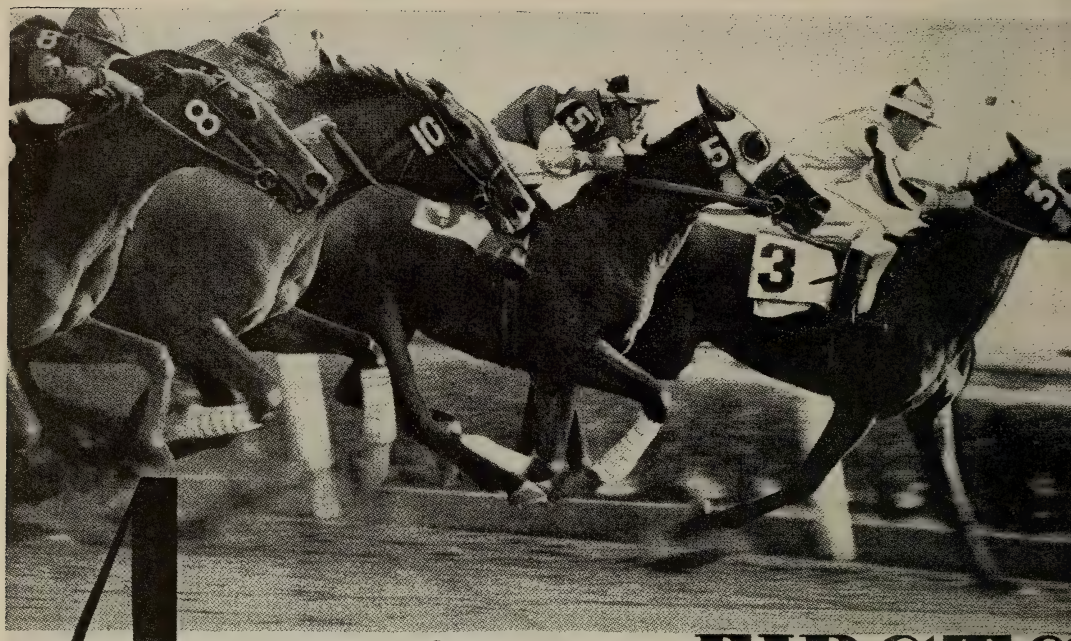
President.....Bob Compton
Com. Mgr. and Adv. Mgr.....John Palmer
Chief Announcer.....Dick Failor
Station Manager.....Bob Compton
Publicity Director.....Bera Enterline
Musical Director.....Doris Bennett
Chief Engineer.....Allen Doyle

POLICIES

No special program restrictions or merchandising angles.

REPRESENTATIVE

H. K. Conover Co.



©1937

4 Spectacular FIRSTS

WGES, Chicago — Ask Chicago radio men "What station is Chicago's most successful?" The answer usually is "WGES." Ask local advertisers and you'll get the same answer just as quickly.

FIRST WITH LOCAL CHICAGO ACCOUNTS

WSBC, Chicago—It's an astounding fact that WSBC still carries more than 70% of the same accounts it carried five years ago despite the fact that our volume of business has quadrupled in those five years. Our rates are still at a sensible level.

FIRST AMONG CHICAGO LOCALS

WCBD, Chicago—When a radio station almost continually hangs out the "S-R-O" sign, you can be pretty sure that it's producing for its clients. That's the almost invariable experience at WCBD — indeed, there is a waiting list for many of our hours.

THE MIDWEST'S BEST PUBLICITY BUY

WEMP, Milwaukee — Licensed two years ago, WEMP is one of America's best publicity investments. Milwaukee's only purely local station has been built on common-sense mindfulness of public need, some call it "showmanship."

FIRST IN NUMBER OF MILWAUKEE ACCOUNTS

Personal Direction of

GENE T. DYER

WDWS

"THE NEWS GAZETTE STATION"

CHAMPAIGN—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: News Gazette, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 48 Main. PHONE: 5252. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: ½ mile south of Champaign. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: News Gazette. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Commercial Manager .....George Gilmer
Station Manager .....L. G. Collison
Advertising Manager .....Paul Fahnestock
Artists' Bureau Head .....Paul Fahnestock
Chief Announcer .....Pat Fredericks
Program Director .....Paul Fahnestock
Publicity Director .....Paul Fahnestock
Musical Director .....Ken Rice
Chief Engineer .....Jack M. Wainscott

POLICIES

No foreign language accounts accepted.

Merchandises service for accounts, — also news stories daily of programs.

REPRESENTATIVE

Sears & Ayers

♦

WAAF

"METROPOLITAN STATION"

CHICAGO—EST. 1922

FREQUENCY: 920 Kc. POWER: 1000 Watts. OWNED BY: Chicago Daily Drovers Journal. OPERATED BY: Chicago Daily Drovers Journal. BUSINESS ADDRESS: Palmer House. PHONE: Randolph 1932. STUDIO ADDRESS: Palmer House. TRANSMITTER LOCATION: Exchange Bldg. TIME ON THE AIR: Sun-up to sun-down. NEWSPAPER AFFILIATION: Chicago Daily Drovers Journal. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NAB Library, Standard Radio.

PERSONNEL

President.....Ward A. Neff
Station Manager.....William E. Hutchinson
Commercial Manager.....Arthur F. Harre
Advertising Manager.....Arthur F. Harre
Artists' Bureau Head.....John P. Odell
Chief Announcer.....Kennedye Nelson
Sales Manager.....Arthur F. Harre
Publicity Director.....Joseph E. Silver
Musical Director.....James Kozak
Chief Engineer.....Carl Ulrich

POLICIES

No liquor advertising accepted; no foreign language programs.

Merchandising: Letters to dealers, dealer contacts, weekly program schedule publicity, bus card publicity covering every bus in Chicago.

REPRESENTATIVE

Craig & Hollingbery

♦

WBBM

"WBBM AIR THEATRE"

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 770 Kc. POWER: 50000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 410 N. Michigan Ave. PHONE: Whitehall 6000. STUDIO ADDRESS: 401 N. Michigan Ave. TRANSMITTER LOCATION: Glenview. TIME ON THE AIR: 6:15 A.M. to 1:30 A.M. NEWS SERVICES: United Press & International News Service; MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President .....Wm. S. Paley
Station Manager .....H. Leslie Atlass
Commercial Manager .....J. Kelley Smith
Advertising Manager .....Wayde Grinstead
Artists' Bureau Head .....Bobby Brown
Chief Announcer .....Lou Thompson
Sales Manager .....J. Kelly Smith
Publicity Director .....Hal Burnett
Musical Director .....Carl Hohengarten
Chief Engineer .....Frank Falknor

POLICIES

No highly fortified liquors. No foreign language. General requirements of CBS policies.

REPRESENTATIVE

Radio Sales (Division of C.B.S.)

♦

WCBD

"MIGHTY VOICE OF THE MID-WEST"

CHICAGO

FREQUENCY: 1080 Kc. POWER: 5000 Watts. OWNED BY: WCBD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 W. Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmhurst. TIME ON THE AIR: 7:30 A.M. to 10:30—1:00 P.M. to 3:00 and 5:00 P.M. to local sunset. TRANSCRIPTION SERVICE: NAB Library.

PERSONNEL

President .....Gene T. Dyer
Commercial Manager .....Joseph Rudolph
Advertising Manager .....Max Arbeiter
Chief Announcer .....Ed Roberts
Station Manager .....Joseph Rudolph
Sales Manager .....Max Arbeiter

Add this to Your List of Proverbs

"It's the RENEWAL that tells the Story"



A Good Salesman . . . An Enterprising Advertiser . . .
***An Attractive Proposition* . . . A SALE IS MADE!**

The Contractual Period Expires . . . and Then, WHAT? . . . RENEWAL? . . . CANCELLATION? . . . WJJD, Answers—RESULTS—and results alone will determine the answer. All the persuasive salesmanship in the world is of little value unless the station has produced.

- **One Year Ago the KELLOGG COMPANY said: "All right, we'll see if your station can sell corn flakes in as highly a competitive market as is Chicago!"**
  The answer is: *KELLOGG RENEWS FOR 1938!!*
- **Four Years Ago CONSOLIDATED DRUG TRADE PRODUCTS, Inc., tried a 15-minute period daily. Their challenge: "So you think you can out-pull in quantity as well as on a cost basis, any station in Chicago?" The answer is: "THIS ACCOUNT HAS EXPANDED THEIR TIME WITH US TO 2 FULL HOURS PER DAY—7 DAYS PER WEEK—AND HAVE JUST RENEWED FOR 1938!"**
- **JUST TWO EXAMPLES—Space does not permit the list we would like to show. The following are just a few WJJD advertisers whose company you will keep on WJJD and who know that we provide—**

Yes,
THE RENEWAL IS WHAT COUNTS!

"THE LARGEST AUDIENCE PER DOLLAR SPENT IN THE CHICAGO MARKET!"

THEY KNOW OF WJJD EFFECTIVENESS

ALLIED FLORISTS' ASSOC.
AMERICAN BANDAGE CO.
AMERICAN POP CORN CORP
ARMAND COMPANY
BALDWIN PIANO COMPANY
BATA SHOE COMPANY
BATHASWEET
BROMO SELTZER
BUILDERS' LIFE INS. CO.
BROWN & WILLIAMSON TOBACCO CORP
CHARLES DENBY CIGARS
CHICAGO DAILY NEWS
CHICAGO MAIL ORDER CO.
CHICAGO & NORTHWESTERN RY.
CONTINENTAL COFFEE COMPANY
CORZON COMPANY
CURTISS-WRIGHT INST. OF AERONAUTICS
DR. PRESTON BRADLEY
DRUG TRADE PRODUCTS
DODGE TRUCKS
EVANS FUR COMPANY
FATHER CHAS. E. COUGHLIN
FOX BREWING CO., PETER
GARDNER NURSERY
GLOBE LIFE INSURANCE CO.
GRANT WATCHES
GREYHOUND BUS LINES
MRS.-GRASS' NOODLES
ILL. BELL TELEPHONE CO.
INLAND INVESTMENT PLAN
INTERSTATE TRANSIT LINES
IRONIZED YEAST
KELLOGG COMPANY
KNOX COMPANY
REM
MARSHALL FIELD & CO.
McCLOSKEY VARNISH CO.
NAT'L BRANDS LEAD. STORES
NATIONAL TEA CO.
NAT'L WEEKLIES
NELSON FURNITURE & STORAGE
NU-ENAMEL CORP.
PACKARD MOTOR CO. OF CHCO.
PURINA MILLS
PURSANG (McKESSON & ROBBINS)
REMINGTON-RAND CO.
SEARS-ROEBUCK & CO.
SMITHFIELD HAM PRODUCTS
STERLING CASUALTY INS.
SURE LABORATORIES
TEXACO
THOR WASHING MACHINES
TOWER FINANCE CO.
VAUGHAN'S SEED STORES
WALGREEN'S DRUG STORES
WASEY PRODUCTS
WILLARD TABLET CO.
WONDER BREAD
WURLITZER COMPANY

Chicago's Largest Independent Station **WJJD** 201 N. Wells Street Chicago, Illinois

NATIONAL REPRESENTATIVES: THE PAUL H. RAYMER CO.

Publicity Director .....Richard Kross
Musical Director .....Bess Hienzman
Chief Engineer .....Edward J. Jacker

POLICIES

Advertising of alcoholic beverages accepted. All programs are subject to the approval of the station management and must conform to the standards of the station. Programs should be submitted not less than three days in advance for the program director's approval.

♦

WCFL

"VOICE OF LABOR

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 970 Kc. POWER: 5000 Watts. OWNED BY: Chicago Fed. of Labor (AFL). OPERATED BY: Chicago Federation of Labor. BUSINESS ADDRESS: 666 Lake Shore Drive. PHONE: Superior 5300. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (sunday) 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Full facilities.

PERSONNEL

President.....John Fitzpatrick
Station Manager.....Maynard Marquardt
Commercial Manager.....M. B. Wolens
Advertising Manager.....M. B. Wolens
Program Bureau Head.....Holland Engle
Chief Announcer.....Holland Engle
Sales Manager.....M. B. Wolens
Publicity Director.....Holland Engle
Musical Director.....John Kelly
Chief Engineer.....Maynard Marquardt

POLICIES

Does not accept liquor advertising. No time sold in bulk for resale. Foreign language accounts not solicated.

Station will merchandise advertisers' produts to union members affiliated with Chicago Federation of Labor and to members in territory affiliated with American Federation of Labor. Total of approximately 450,000 members in WCFL territory.

REPRESENTATIVE

E. Katz Special Adv. Agency

♦

WCRW

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Clinton R. White. OPERATED BY: Same. BUSINESS ADDRESS: 2756 Pine Grove Ave. PHONE: Diversey 4440. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M.—5 to 7:00 P.M. TRANSCRIPTION SERVICE: Has full facilities.

POLICIES

Does not accept foreign langage accounts. No other stated policies.

WEDC

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Emil Denemark, Inc. OPERATED BY: Emil Denemark, Inc. BUSINESS ADDRESS: 3860 Ogden Ave. PHONE: Crawford 4100. STUDIO ADDRESS: 3860 Ogden Ave. TRANSMITTER LOCATION: 3860 Ogden Ave. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M.—3:30 P.M. to 5:00 P.M.—7:00 P. M. to 8:00 P.M.—10:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Denni Hlasatel, Daily Svornost, Draugas, Narod. NEWS SERVICES: News from affiliated newspapers. TRANSCRIPTION SERVICES: Has usual facilities.

PERSONNEL

President.....Emil Denemark
Commercial Manager.....Frank J. Kotnour
Chief Announcer.....Paul Gerard
Station Manager.....Frank J. Kotnour
Musical Director.....William P. Brady
Chief Engineer.....H. V. Fitzcharles

POLICIES

As "Pioneers of foreign language programs," station specializes in them.

♦

WENR

"THE VOICE OF SERVICE"

CHICAGO—EST. 1925

NATIONAL BROADCASTING CO.
(BASIC BLUE)

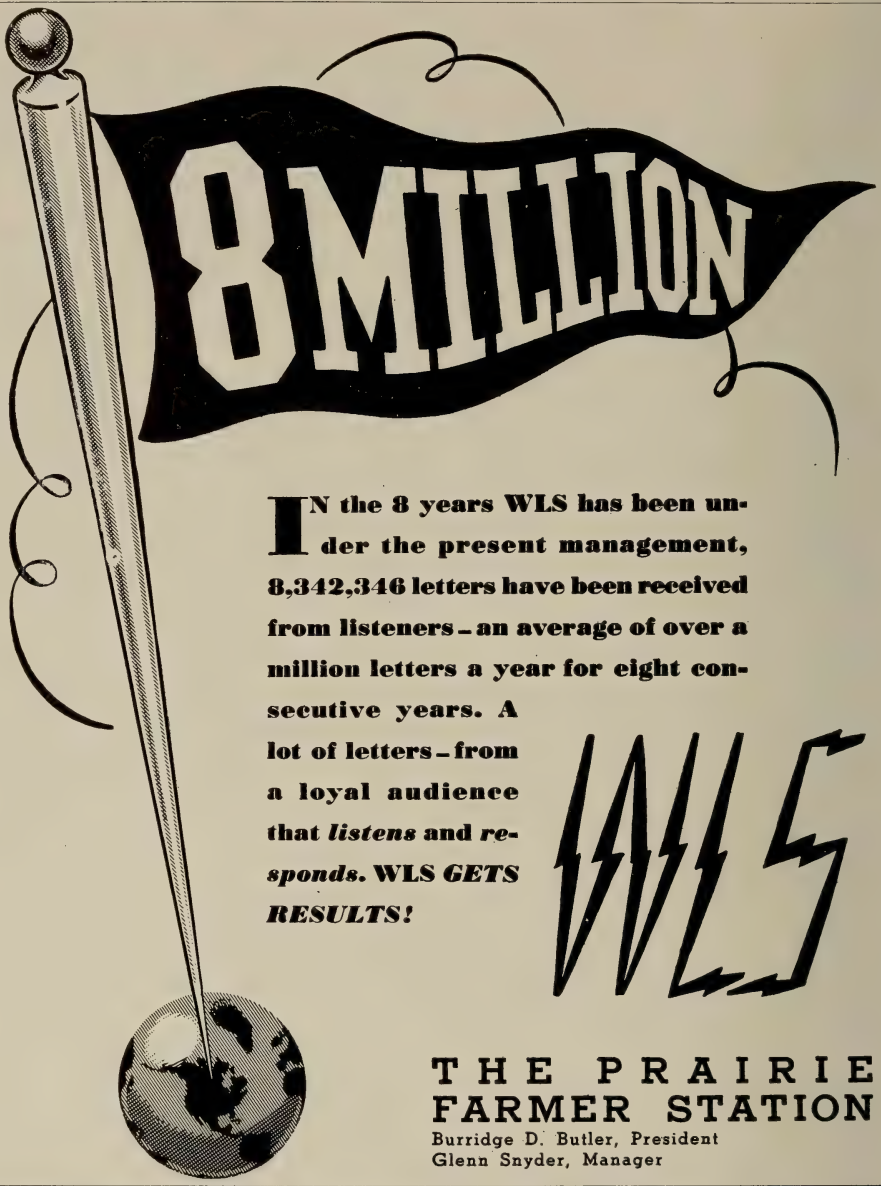
FREQUENCY: 870 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Downers Grove. TIME ON THE AIR: (Mon. thru Fri.) 3:00 P.M. to 7:00 P.M.—8:30 P.M. to 1:00 A.M. (Saturday) 3:00 P.M. to 7:00 P.M.—12:00 midnight to 1:00 A.M. (Sunday) 12:00 noon to 6:30 P.M.—8:00 P.M. to 1:00 A.M. (Shares time with WLS.) NEWS SERVICES: Press Radio and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Lenox R. Lohr
Station Manager and Vice-President
Niles Trammell
Commercial Manager.....W. W. Smith
Advertising Manager....Emmons C. Carlson
Artists Bureau Head.....Sidney N. Strotz
Chief Announcer.....Everett G. Mitchell
Sales Manager.....W. W. Smith
Publicity Director.....W. G. Ray
Musical Director.....Leroy Shield
Chief Engineer.....Howard C. Luttgens

REPRESENTATIVE

National Broadcasting Co., Inc.



IN the 8 years WLS has been under the present management, 8,342,346 letters have been received from listeners – an average of over a million letters a year for eight consecutive years. A lot of letters – from a loyal audience that *listens* and *responds*. WLS *GETS RESULTS!*

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, President
Glenn Snyder, Manager

1000 WATTS Day and Night

KOY

CBS Affiliate

PHOENIX

BURRIDGE D. BUTLER, Chairman
FRED A. PALMER, Manager

KOY in its first year of operation under new ownership has proved itself the dominant factor for advertising in Phoenix and the rich Salt River Valley. . . . The Arizona Network, combining Phoenix, Tucson, Bisbee-Lowell with **KOY** as the key station, covers all Arizona, with one of the highest per capita retail sales in the U. S. . . . For data write Fred Palmer, **KOY**, Phoenix, Arizona--or International Radio Sales, New York, Chicago, Detroit, Los Angeles.

The Arizona Network: **KOY** *Phoenix*--**KGAR** *Tucson*--**KSUN** *Bisbee-Lowell*

WGES

"IN THE HEART OF CHICAGO"

CHICAGO—EST. 1923

FREQUENCY: 1360 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Oak Leaves Broadcasting Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4000 Washington Blvd. TIME ON THE AIR: 7:00 A.M. to 8:00 P.M. TRANCRIPTION SERVICE: NAB Library.

PERSONNEL

President .....H. J. Guyon
Station Manager .....Gene T. Dyer
Commercial Manager .....M. B. Arbeiter
Chief Announcer .....Peter Bradley
Publicity Director .....Dick Kross
Musical Director .....Irma Gareri
Chief Engineer .....George Bush

POLICIES

No stated special program policies.

♦

WGN

"THE VOICE OF THE PEOPLE"

CHICAGO—EST. 1924

MUTUAL

FREQUENCY: 720 Kc. POWER: 50,000 Watts. OWNED BY: WGN, Inc. OPERATED BY: WGN, Inc. BUSINESS ADDRESS: 441 N. Michigan Ave. PHONE: Superior 0100. STUDIO ADDRESS: 445 N. Michigan Ave. TRANSMITTER LOCATION: Elgin. TIME ON THE AIR: 7:00 A.M. to 1:30 A.M. (Saturdays, until 2:00 A.M.). NEWSPAPER AFFILIATION: Chicago Tribune. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting Co.

PERSONNEL

President.....Col. Robert R. McCormick
Managing Director.....W. E. Macfarlane
Chief Announcer.....Quin A. Ryan
Station Manager.....Quin A. Ryan
Sales Manager.....Edward W. Wood, Jr.
Publicity Director.....Frank P. Schreiber
Musical Director.....Henry Weber
Chief Engineer.....Carl J. Meyers

POLICIES

No wines, liquors, or foreign language programs. Time given gratis to religious programs, educational programs, cure bodies, charity, medical science programs.

No special merchandising policies in effect.

REPRESENTATIVE

Wm. A. McGuineas (N. Y.)

WIND

(See Gary, Ind.)

♦

WJJD

"CHICAGO'S LARGEST INDEPENDENT STATION"

CHICAGO—EST. 1923

WLW LINE

FREQUENCY: 1130 Kc. POWER: 20,000 Watts. OWNED BY: WJJD, Inc. OPERATED BY: WJJD, Inc. BUSINESS ADDRESS: 201 N. Wells St. PHONE: State 5466-7. STUDIO ADDRESS: 201 N. Wells St. TRANSMITTER LOCATION: Des Plaines. TIME ON THE AIR: 6:00 A.M. to sunset, Salt Lake City. NEWS SERVICE: International News Service, N.E.A. TRANSCRIPTION SERVICE: C. P. McGregor, Standard Radio.

PERSONNEL

President.....Ralph L. Atlass
Commercial Manager.....H. P. Sherman
Chief Announcer.....R. L. La Bour
Program Manager.....J. L. Allabough, Jr.
Publicity Director.....Al Hollender
Musical Director.....Ben Kanter
Chief Engineer.....C. N. Gunther

POLICIES

No liquor or foreign language accounts. Maximum copy requirements. Maintains established periods for educational broadcasts which are not moved for commercial programs.

REPRESENTATIVE

Paul Raymer, Inc.

♦

WLS

CHICAGO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 870 Kc. POWER: 50,000 Watts. OWNED BY: Prairie Farmer Publishing Co. OPERATED BY: Prairie Farmer. BUSINESS ADDRESS: 1230 W. Washington Blvd. PHONE: Haymarket 7500. STUDIO ADDRESS: 1230 W. Washington Blvd. TRANSMITTER LOCATION: Downers Grove. TIME ON THE AIR: 6:00 A.M. to 8:30 P.M. (midnight on Saturday). NEWSPAPER AFFILIATION: Prairie Farmer. NEWS SERVICE: United Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Usual Facilities.

PERSONNEL

President.....Burridge D. Butler
Station Manager.....Glenn Snyder
Commercial Manager.....Wm. R. Cline
Artists' Bureau Head.....Earl Kurtze

Publicity Director.....Julian Bentley
Musical Director.....Harold Safford
Chief Engineer.....Thomas L. Rowe

POLICIES

Does not take liquor accounts.

Does not have standard merchandising or exploitation features, but cooperates in these features with the needs and desires of individual advertisers.

REPRESENTATIVE

John Blair & Company

♦

WMAQ

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.
(BASIC BLUE)

FREQUENCY: 670 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmhurst. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press, Press Radio. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Lenox R. Lohr
Station Manager and Vice-President
Niles Trammell
Commercial Manager.....W. W. Smith
Advertising Manager.....Emmons C. Carlson
Artists Bureau Head.....Sidney N. Strotz
Chief Announcer.....Everett G. Mitchell
Sales Manager.....W. W. Smith
Publicity Director.....W. G. Ray
Musical Director.....Leroy Shield
Chief Engineer.....Howard C. Luttgens

POLICIES

No foreign language programs accepted. No liquor advertisements accepted. NBC policies apply otherwise.

Merchandising: Sales Promotion Department will act in an advisory capacity only, in connection with any client promotional activities. If client wishes NBC to send letter to a list of dealers, NBC will do so but all expense involved including cost of stationery will have to be borne by client.

REPRESENTATIVE

National Broadcasting Co., Inc.

♦

WMBI

CHICAGO—EST. 1926

FREQUENCY: 1080 Kc. POWER: 5000 Watts. OWNED BY: The Moody Bible Institute of Chicago. OPERATED BY: The Moody Bible Institute of Chicago. BUSINESS ADDRESS: 153 Institute Place. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chicago. TIME ON THE AIR: Shares Limited Time with WBT and WCBD.

PERSONNEL

Director .....H. Coleman Crowell
Chief Announcer ...Rev. Wendell P. Loveless

POLICIES

Station does not sell time.

♦

WSBC

"THE FRIENDLY VOICE OF CHICAGOLAND"

CHICAGO—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WSBC, Inc. OPERATED BY: Gene T. Dyer. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time. TRANSCRIPTION SERVICE: NAB Library.

PERSONNEL

President .....Gene T. Dyer
Commercial Manager .....Gene T. Dyer
Chief Announcer.....Wm. Burghart
Station Manager .....Frank A. Stanford
Sales Manager .....Frank A. Stanford
Publicity Director.....Dick Kross
Musical Director.....Dean Remick
Chief Engineer .....Caleb Frisk

POLICIES

Liquor advertising is accepted, though imbibing is not encouraged. Drug and medical advertising not accepted. Operates in strict conformance with local Better Business Bureau regulations.

♦

WHFC

"VOICE OF THE WEST TOWNS"

CICERO—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WHFC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 6138 W. Cermak Rd. PHONE: Cicero 4305-Lawndale 8228. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.

PERSONNEL

President .....R. W. Hoffman
Commercial Manager .....R. W. Hoffman
Chief Announcer .....F. Thomas
Station Manager .....R. W. Hoffman
Publicity Director .....E. Zeman
Chief Engineer .....David Mearns

POLICIES

Liquor advertising not accepted.

WJBL

DECATUR—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Charles R. Cook. OPERATED BY: Charles R. Cook. BUSINESS ADDRESS: 301 N. Water. PHONE: 5371-2. STUDIO ADDRESS: 301 N. Water. TRANSMITTER LOCATION: Route 48. TIME ON THE AIR: 6:00 A.M. to 9:00 A.M.—12:30 to 3:00 P.M.—7:30 to 12:00 midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

PERSONNEL

President.....Chas. R. Cook
Commercial Manager.....Chas. R. Cook
Artists' Bureau Head.....Nate Egnor
Chief Announcer.....Nate Egnor
Station Manager.....Chas. R. Cook
Musical Director.....Myrtle B. Cook
Chief Engineer.....Glenn C. Becker

REPRESENTATIVE

J. J. Devine & Co.

♦

WKBB

EAST DUBUQUE

(See Dubuque, Ia.)

♦

WTMV

"THE MUSICAL STATION"

EAST ST. LOUIS—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Mississippi Valley Broadcasting Co. OPERATED BY: Mississippi Valley Broadcasting Co. BUSINESS ADDRESS: Hotel Broadview. PHONE: Bridge 3424—East 4390. STUDIO ADDRESS: Hotel Broadview. TRANSMITTER LOCATION: Hotel Broadview. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Recorded Program Service.

PERSONNEL

President.....Lester E. Cox
Commercial Manager.....Wm. H. West
Advertising Manager.....T. J. Connelly
Artists' Bureau Head.....Paul Godt
Chief Announcer.....Fred Moegle
Station Manager.....Wm. H. West
Sales Manager.....Wm. H. West
Publicity Director.....T. J. Connelly
Musical Director.....Paul Godt
Chief Engineer.....Thos. R. McLean

POLICIES

Beer programs accepted for broadcasting at any hour. Liquor advertising accepted for broadcasting only after 10:00 P.M. Foreign language programs accepted.

Merchandising features in connection with commercial programs are too numerous to outline in detail, but most of such programs are merchandised in an outstanding manner.

♦

WGIL*

GALESBURG—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Galesburg Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hill Arcade Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Galesburg.

PERSONNEL

President-Manager .....Howard A. Miller
Directors .....Omer N. Custer, Sidney Nirdlinger, Durrell Barash.

* Operating under C. P. at time of going to press.

♦

WEBQ

"VOICE OF SOUTHERN ILLINOIS"

HARRISBURG—EST. 1923

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harrisburg Broadcasting Co. OPERATED BY: Harrisburg Broadcasting Co. BUSINESS ADDRESS: 100 East Poplar. PHONE: 28-328—Transmitter, 125. STUDIO ADDRESS: 100 East Poplar. TRANSMITTER LOCATION: 100 E. Poplar. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: Local news. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

Commercial Manager.....I. M. Taylor
Advertising Manager.....I. M. Taylor
Artists' Bureau Head.....Eddie Wise
Chief Announcer.....Bennett Jackson
Station Manager.....I. M. Taylor
Publicity Director.....Lindell Moore
Musical Director.....Virginia Crane
Chief Engineer.....Joseph R. Tate

POLICIES

Advertises wines and beers only. Accepts foreign language accounts.

Has special merchandising features in connection with commercial programs.

♦

WCLS

JOLIET

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: WCLS, Inc. OPERATED BY: WCLS, Inc. BUSINESS ADDRESS: Joliet Bldg. PHONE: Joliet 5656. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Joliet. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M., except Fri., to 10:30 P.M.

POLICIES

Station's entire facilities are available to advertisers, both for planning their advertising campaign and the program presentation.

WMBD

"IN THE HEART OF ILLINOIS"

PEORIA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Peoria Broadcasting Co. OPERATED BY: Peoria Broadcasting Co. BUSINESS ADDRESS: Alliance Life Bldg. PHONE: 7133. STUDIO ADDRESS: Alliance Life Bldg. TRANSMITTER LOCATION: Route 29 between Peoria and Pekin. TIME ON THE AIR: 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Peoria Journal-Transcript. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

President.....Edgar L. Bill
Assistant Manager.....Gomer Bath
Artists' Bureau Head.....Milton Budd
Station Manager.....Edgar L. Bill
Sales Manager.....Chas. Caley
Publicity Director.....Brooks Watson
Musical Director.....Jack Lyon
Chief Engineer.....Ted Giles

POLICIES

No liquor. Will accept beer. No foreign language restrictions. Medicines must show clear record with FTC, Post Office and Food & Drug Administration. Reserve right to refuse to sell time for discussion of controversial questions considered not in public interest, excepting political talks. Continuity must meet high standard of good taste.

Cooperation of sales department in merchandising features.

REPRESENTATIVE

Free & Peters, Inc.

♦

WTAD

"VOICE OF THE MISSISSIPPI VALLEY"

QUINCY—EST. 1926

FREQUENCY: 900 Kc. POWER: 1,000 Watts. OWNED BY: Illinois Broadcasting Corp. OPERATED BY: Illinois Broadcasting Corp. BUSINESS ADDRESS: WCU Bldg. PHONE: 364 and 56. STUDIO ADDRESS: WCU Bldg. TRANSMITTER LOCATION: N. 24th St. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES. NBC Thesaurus and Lang-Worth.

PERSONNEL

President.....W. Emery Lancaster
Station Manager.....R. H. Malcomson
Commercial Manager.....W. J. Rothschild
Advertising Manager.....R. H. Malcomson
Chief Announcers...Fred, Ratliffe, W. MacDill
Artists' Bureau Head.....A. L. Bert
Sales Manager.....R. H. Malcomson
Publicity Director.....A. L. Bert
Musical Director.....A. L. Bert
Chief Engineer.....S. G. Jones

POLICIES

No special program restrictions.

Furnishes complete merchandising and poster service at moderate additional cost.

♦

WROK

"SERVING NORTHERN ILLINOIS AND SOUTHERN WISCONSIN"

ROCKFORD—EST. 1923

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Rockford Broadcasters, Inc. OPERATED BY: Rockford Broadcasters, Inc. BUSINESS ADDRESS: News Tower. PHONE: Main 5632. STUDIO ADDRESS: News Tower. TRANSMITTER LOCATION: Kilburn Ave. Road. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Rockford Morning Star, Rockford Register-Republic. NEWS SERVICE: United Press Radio. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Lloyd C. Thomas
Commercial Manager.....Lloyd C. Thomas
Advertising Manager.....Allen O. Brophy
Artists' Bureau Head.....John C. McCloy
Chief Announcer.....George Menard
Station Manager.....Lloyd C. Thomas
Sales Manager.....Walter M. Koessler
Publicity Director.....Allen O. Brophy
Musical Director.....Helene Kimberley
Chief Engineer.....Thomas C. Cameron

POLICIES

Accepts beer and light wine; no hard liquor. No other restrictions.

Station has a complete merchandising and exploitation plan, embodying use of its mobile unit when applicable.

REPRESENTATIVE

Kelly-Smith Co.

♦

WHBF

ROCK ISLAND—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Rock Island Broadcasting Co. OPERATED BY: Rock Island Broadcasting Co. BUSINESS ADDRESS: Safety Bldg. PHONE: R. I. 918-9. STUDIO ADDRESS: Safety Bldg., Rock Island; Fifth Ave. Bldg., Moline; Orpheum Theater Bldg., Davenport. TRANSMITTER LOCATION: Harms Hotel. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midgight. NEWSPAPER AFFILIATION: The Rock Island Argus. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus and full recording facilities.

PERSONNEL

President.....Ben H. Potter
Commercial Manager.....Maurice Corken
National Advertising Manager...Claire Heyer
Artists' Bureau Head.....Ivan Streed
Chief Announcer.....Forest Cooke
Station Manager.....John W. Potter
Publicity Director.....Edith Steinke
Musical Director.....Lucia Thompson
Chief Engineer.....J. E. Gray

POLICIES

Liquor advertising not accepted. No special restrictions on beer advertising or foreign language accounts except general requirements that apply to all accounts and programs.

Merchandising: Members of the "WHBF Ambassadors Club," composed of one person in each of 46 small towns and communities within a 30-mile radius of the tri-cities (Rock Island, Davenport and Moline), serve as radio news correspondents and publicize WHBF activities in their home communities. Regular bulletins to correspondents, or "Ambassadors" keep them informed on special activities and commercial programs.

Merchandising department also covers the following activities: personal calls and letters to dealers; dealer and market surveys; preparation of displays and publicity; photographic service; recording of programs and other merchandising activities. Services of special girl are available to call on dealers. Commercial program schedule and publicity published in the Rock Island Argus.

REPRESENTATIVE

Gene Furgason & Co.

♦

WCBS

"WIDER COVERAGE, BETTER SERVICE"

SPRINGFIELD—EST. 1922

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WCBS, Inc. OPERATED BY: WCBS, Inc. BUSINESS ADDRESS: 208½ S. 5th St. PHONE: Main 260. STUDIO ADDRESS: 208½ S. 5th St. TRANSMITTER LOCATION: 2200 S. 6th St. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Illinois State Journal. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: 6BC Thesaurus.

PERSONNEL

President.....Harold L. Dewing
Commercial Manager.....Harold Dewing
Artists' Bureau Head.....Bill Nelms
Chief Announcer.....John J. Corrigan
Station Manager.....Harold L. Dewing
Publicity Director.....John J. Corrigan
Musical Director.....Bill Nelms
Chief Engineer.....Don Burrichter

POLICIES

Liquor advertising is restricted to beer and light wines. Not prepared at the present time to receive any foreign language advertising. Reserve the right to censor all broadcast material.

Seeks to use every method of promotion in conjunction with every program be it sustaining or commercial. The promotion may include newspaper, publicity, pictures, placards, movies, telephone, premiums.

REPRESENTATIVE

Sears & Ayers, Inc.

♦

WTAX

SPRINGFIELD—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WTAX, Inc. OPERATED BY: WTAX, Inc. BUSINESS ADDRESS: Reisch Bldg. PHONE: 1600-1. STUDIO ADDRESS: Reisch Bldg. TRANSMITTER LOCATION: Reisch Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 P. M. NEWSPAPER AFFILIATION: Illinois State Register. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Jay A. Johnson
Station Manager.....Jay A. Johnson
Sales Manager.....C. W. Neeld
Chief Engineer.....Edward Ring

POLICIES

Liquor advertising carried only after 9:00 P.M.

Prepared to supply any type of merchandising service that is desired.

REPRESENTATIVE

Howard H. Wilson Co.

♦

WDZ

"WORLD'S PIONEER GRAIN MARKET STATION"

TUSCOLA—EST. 1920

FREQUENCY: 1020 Kc. POWER: 250 Watts. OWNED BY: WDZ Broadcasting Co. OPERATED BY: WDZ Broadcasting Co. BUSINESS ADDRESS: Star Bldg. PHONE: 98 and 153. STUDIO ADDRESS: Star Bldg. TRANSMITTER LOCATION: 2½ miles N. E. of Tuscola. TIME ON THE AIR: 6:00 A.M. to sundown. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....E. L. Bill
Commercial Manager.....Clair B. Hull
Advertising Manager.....Clair B. Hull
Artists' Bureau Head.....Jim Day
Chief Announcer.....George Losey
Station Manager.....Clair B. Hull
Sales Manager.....Clair B. Hull
Publicity Director.....George Losey
Musical Director.....Dick Johnson
Chief Engineer.....Mark Spies

POLICIES

Beer only. Liquor accounts accepted.

Window cards included in merchandising assistance.

REPRESENTATIVE

C. C. Caley

♦

WILL

"WHERE ILLINI LABOR AND LEARN"

URBANA—EST. 1922

EDUCATIONAL BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 1000 Watts. OWNED BY: University of Illinois. OPERATED BY: Same. BUSINESS ADDRESS: Urbana. PHONE: 7-2616—7-2400. STUDIO ADDRESS: 400 S. Wright. TRANSMITTER LOCATION: S. First St. Road, Champaign. TIME ON THE AIR: 7:30 A.M. to local sunset (except Sunday). NEWSPAPER AFFILIATION: The Daily Illini. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth.

PERSONNEL

President .....Jos. F. Wright, Director
Artists' Bureau Head .....F. E. Schooley
Program Director .....Frank E. Schooley
Publicity Director .....Art Wildhagen
Musical Director .....Arthur Cohen
Chief Engineer .....A. James Ebel

POLICIES

Station does not sell time.

INDIANA

Population 3,474,000

Number of Families 900,780 — Number of Radio Homes 701,220

Retail Sales $780,508,000 — Auto Registrations 905,088

WHBU

ANDERSON—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Anderson Broadcasting Corp. OPERATED BY: Anderson Broadcasting Corp. BUSINESS ADDRESS: Citizens Bank Bldg. PHONE: 234. STUDIO ADDRESS: Citizens Bank Bldg. TRANSMITTER LOCATION: Citizens Bank Bldg. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....L. M. Kennett
Station Manager.....L. M. Kennett
Commercial Manager.....L. Podhaski
Chief Announcer.....Wayne Reeves
Sales Manager.....L. Podhaski
Chief Engineer.....R. Fulwider

POLICIES

Does not accept any beer, wine or liquor advertising.

REPRESENTATIVE

J. J. Devine & Assoc.

WTRC

"THE DAILY TRUTH"

ELKHART—EST. 1931

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Truth Pub. Co. OPERATED BY: Elkhart Daily Truth. BUSINESS ADDRESS: 416 S. Second St. PHONE: 999. STUDIO ADDRESS: Hotel Elkhart. TRANSMITTER LOCATION: Mile south of Elkhart. TIME ON THE AIR: (daily) 6:30 A.M. to 9:30 P.M.; (Sunday) 11:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Elkhart Daily Truth. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

PERSONNEL

President.....C. D. Greenleaf
Station Manager.....R. R. Baker
Chief Announcer.....Carl Schrock
Musical Director.....Ethel Geiss
Chief Engineer.....Kenneth Singleton

POLICIES

Hard liquor advertising rejected.

Complete merchandising service for clients, local or national, in Elkhart gratis, and throughout WTRC territory (primary area) at slight additional cost.

REPRESENTATIVE

Tenney, Woodward & Co.

♦

WEOA

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M. (unlimited time). TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Secretary .....Clarence Leich
Commercial Manager .....Clarence Leich
Artists Bureau Head.....Pat Roper
Chief Announcer.....Hubert H. Chambers
Station Manager.....Martin L. Leich
Sales Manager .....Clarence Leich
Publicity Director .....Clarence Leich
Musical Director.....Pat Roper
Chief Engineer.....John B. Caraway Jr.

POLICIES

No stated special policies.

Merchandising: On every national account, before the beginning of a series, gives pre-announcements. All local outlets for the product in question are notified by phone or letter, and in the case of food accounts, a display is set up in permanent exhibit in the auditorium. No charge is made for these services. If the client desires, will check windows and counters, as well as securing inventories of merchandise. This service, as well as direct-by-mail work, are done without charge. Larger window displays if they involve considerable labor and hauling, will be put in at actual cost.

REPRESENTATIVE

Gene Furgason & Co.

♦

WGBF

EVANSVILLE—EST. 1923

NATIONAL BROADCASTING CO.

FREQUENCY: 630 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 8 miles north of Evansville. TIME ON THE AIR: 7:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Secretary .....Clarence Leich
Commercial Manager.....Clarence Leich
Artists Bureau Head.....Pat Roper
Chief Announcer.....Paul Clark
Station Manager.....Clarence Leich
Publicity Director.....Clarence Leich
Musical Director.....Pat Roper
Chief Engineer.....Fay Gehres

POLICIES

No stated special policies.

Merchandising: On every national account, before the beginning of a series, gives pre-announcements. All local outlets for the product in question are notified by phone or letter, and in the case of food accounts, a display is set up in station's permanent exhibit in the auditorium. No charge is made for these services. If the client desires, will check windows and counters, as well as securing inventories of merchandise. This service, as well as direct-by-mail work, are done without charge. Larger window displays if they involve considerable labor and hauling, will be put in at actual cost.

REPRESENTATIVE

Gene Furgason & Co.

♦

WGL

"FORT WAYNE'S METROPOLITAN STATION"

FORT WAYNE—EST. 1928

NBC (OPTIONAL RED OR BLUE)

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Keenan Hotel. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Station Manager.....W. Ward Dorrell
Sales Manager.....C. R. Durbin
Musical Director.....Jeane Brown
Chief Engineer.....Fred Fischer
Chief Announcer.....J. Howard Ackley

POLICIES

Station does not accept hard liquor advertising. Population being 95% native white population—foreign language programs are not popular in this territory.

Operates merchandising department in connection with sales promotion department, equipped to make reasonable surveys for advertiser. Consistent air publicity and reasonable other publicity given all programs.

REPRESENTATIVE

Free & Peters, Inc.

RESULTS —

THAT'S WHAT COUNTS!

We could talk about our new $100,000 antenna and transmitter—our coverage—our showmanship—our plans, etc., until we are blue in the face—but—it's still results that count. Results over

THE GIANTS OF

1480 KC.



5000 WATTS

WHIP

IN THE GREAT CALUMET DISTRICT
AND METROPOLITAN CHICAGO

and you **gotta have listeners** to get results
We know we have 'em cause—we've received

800 letters a day on fifteen minutes daily 1:00 to 1:15 P.M.
2000 letters in a week on fifteen minutes daily 9:30 to 9:45 A.M.
176 requests from kiddies on two announcements 12:15 to 1:15 P.M.
120 letters weekly requesting prices from one spot announcement daily.
150 letters weekly for hillbilly—no request.

So there you are—Metropolitan Chicago and rural coverage—shows that get listeners—listeners that respond. That's what we mean by—

RESULTS

WHIP RADIO STATION

HAMMOND, INDIANA

Hal R. Makelim — Manager

EXECUTIVE SALES OFFICES: 1525 EAST 53rd STREET, CHICAGO, ILLINOIS

WOWO

"INDIANA'S MOST POWERFUL BROADCASTING STATION"

FORT WAYNE—EST. 1925

NBC (BLUE

FREQUENCY: 1160 Kc. POWER: 10,000 watts. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison, Westinghouse Building. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Intersection Routes 2 and 30 R. R. Fort Wayne. TIME ON THE AIR: 6:45 A.M. to local sunset and varying schedule for evening hours. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Station Manager.....W. Ward Dorrell
Sales Manager.....C. R. Durbin
Musical Director.....Jeane Brown
Chief Engineer.....Fred Fischer
Chief Announcer.....J. Howard Ackley
Sports Announcer.....John Hacha
Program Manager.....Franklin Tooke

POLICIES

Station accepts no hard liquor advertising. Does not encourage foreign language programs due to high percentage of native born population in station's coverage area. All copy subject to the NBC and Westinghouse standards of ethics, propriety, and FCC qualifications.

Publicity on programs is sent to more than 100 newspapers weekly; also to special farm publications, weekly theater publications and others. Both local newspapers carry full page weekly radio presentation and daily columns.

All sponsors using Modern Home Forum have opportunity of displaying merchandise or placards in model test kitchen in studios.

Complete merchandise service is available at nominal cost. Includes distribution, by Western Union messenger, all advertising material or advertiser's product to retailers or wholesalers in city; letters to dealers in territory regarding the broadcasting; cooperation with wholesalers in effecting distribution in territory covered by this station.

Air publicity on all commercial programs is given at intervals throughout every broadcast day.

REPRESENTATIVE

Free & Peters, Inc.

WIND

GARY—EST. 1927

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Johnson-Kennedy Radio Corp. OPERATED BY: Johnson-Kennedy Radio Corp. BUSINESS ADDRESS: 504 Broadway. PHONE: Gary 9191. NATIONAL ADVERTISING OFFICE: 201 N. Wells St., Chicago, Ill. PHONE: State 4176. STUDIO ADDRESS: 504 Broadway. TRANSMITTER LOCATION: Gary. TIME ON THE AIR: Sunday, 7:00 A.M. to 4:00 A.M.; Week Days, 6:00 A.M. to 4:00 A.M. TRANSCRIPTION SERVICE: C. P. MacGregor, Titan, Associated.

PERSONNEL

President .....Ralph L. Atlass
Manager .....E. S. Mittendorf
Sales Manager .....John T. Carey

POLICIES

Advertising of alcoholic beverages accepted.

♦

WHIP

HAMMOND—EST. 1937

FREQUENCY: 1480 Kc. POWER: 5000 Watts. OWNED BY: Hammond-Calumet Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESSES: 3935 Homan Ave. PHONE: Hammond 10000; 1525 East 53rd St., Chicago, Ill. PHONE: Plaza 4300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Outside of Hammond. TIME ON THE AIR: 6:00 A.M. to local sunset (at Buffalo, N. Y.). NEWSPAPER AFFILIATION: Lake County (Ind.) Times. NEWS SERVICE: United Press.

PERSONNEL

President-General Manager.George F. Courrier
Managing Director.....Doris Keane
Business Manager.....O. E. Richardson
Manager .....Hal R. Makelim
Musical Director.....Reinhardt Elster

♦

WWAE

HAMMOND

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Hammond-Calumet Broadcasting Corp. OPERATED BY: Hammond-Calumet Broadcasting Corp. BUSINESS ADDRESSES: 402 Hammond Bldg., 1525 East 53rd St., Chicago, Ill. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hammond. TIME ON THE AIR: Shares time with WFAM. NEWSPAPER AFFILIATION: Lake County (Ind.) Times.

PERSONNEL

President.....George F. Courrier
Managing Director.....Doris Keane

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

WFBM

"CROSSROADS OF AMERICA"

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Indianapolis Power & Light Co. OPERATED BY: Indianapolis Power & Light Co. BUSINESS ADDRESS: 48 Monument Circle. PHONE: Lincoln 8506. STUDIO ADDRESS: 48 Monument Circle. TRANSMITTER LOCATION: Millersville Road. TIME ON THE AIR: 6:30 A.M. to 12:15 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio Library, Associated Music Pub.

PERSONNEL

President.....H. T. Pritchard
Station Manager.....R. E. Blossom
Program Director.....F. O. Sharp
Musical Director.....Walter Reuleaux
Chief Engineer.....M. R. Williams

POLICIES

No liquor advertising accepted.

REPRESENTATIVE

Edward Petry & Co., Inc.

♦

WGVA*

INDIANAPOLIS—EST. 1937

FREQUENCY: 1050 Kc. POWER: 1000 Watts. OWNED BY: Glenn Van Auken. OPERATED BY: Glenn Van Auken. TIME ON THE AIR: Daytime.

*Operating under C.P. issued by FCC, at time of going to press.

♦

WIRE

"YOUR HOOSIER STATION IN INDIANAPOLIS"

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.—MUTUAL

FREQUENCY: 1400 Kc. POWER: 5,000 watts, d.; 1,000 watts, n. OWNED BY Indianapolis Broadcasting Co., Inc. BUSINESS ADDRESS: 540 N. Meridian. PHONE: RI-4471-2-3. STUDIO ADDRESS: 540 N. Meridian. TRANSMITTER LOCATION: Millersville Road. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily) 8:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

PERSONNEL

President .....Eugene C. Puliam
Station Manager.....Wm. A. Clark
Business Manager.....R. E. Bausman
Artists Bureau Head.....Morris Hicks
Chief Announcer.....Morris Hicks
Publicity Director.....Eugene S. Pulliam
Musical Director.....Harry Bason
Chief Engineer.....Earl W. Lewis

POLICIES

Station does not accept liquor advertising and reserves the right to reject any advertising which it regards as objectionable.

Maintains a well-staffed merchandising department which affords aggressive cooperation with all sponsors requesting local merchandising assistance.

REPRESENTATIVE

Wm. G. Rambeau Company

♦

WLBC

"THE FRIENDLY VOICE OF THE TYPICAL AMERICAN CITY"

MUNCIE—EST. 1926

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Donald A. Burton. OPERATED BY: Donald A. Burton. BUSINESS ADDRESS: 8 Anthony Bldg. PHONE: 5411-2. STUDIO ADDRESS: 8 Anthony Bldg. TRANSMITTER LOCATION: 8 Anthony Bldg. TIME ON THE AIR: 5:30 A.M. to 11:30 P.M. NEWS SERVICES: Transradio Press, International News Service, local news department. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Owner.....Donald A. Burton
Commercial Manager.....Wm. F. Craig
Nat'l Advertising Manager.....Fred W. Ayer
Artists Bureau Head.....D. A. Russell
Chief Announcer.....Ottis Roush
Station Manager.....Donald A. Burton
Sales Manager.....Wm. F. Craig
Publicity Director.....Frederic W. Ayer
Musical Director.....Clark Noble
Chief Engineer.....Maurice Crain

POLICIES

Station reserves right to accept or reject liquor and foreign language programs and regulate advertising commercial copy.

Maintains full-time merchandising director and merchandising department.

REPRESENTATIVE

H. K. Conover Co., Chicago, Sears & Ayer, N. Y.

♦

WGRC

"THE GEORGE ROGERS CLARK STATION"

NEW ALBANY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Northside Broadcasting Corp. OPERATED BY: Northside Broadcasting Corp. BUSINESS ADDRESS: 407 Vincennes St. PHONE: 150. STUDIO ADDRESS: Indiana

Theater Bldg.—Kentucky Home Life Bldg., Louisville. TRANSMITTER LOCATION: McCulloch Pike. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

PERSONNEL

President.....Charles Lee Harris
Commercial Manager.....George M. Kuhn
Advertising Manager.....Robert J. McIntosh
Artists Bureau Head.....Robert J. McIntosh
Chief Announcer.....William N. Sherman
Station Manager .....George M. Kuhn
Sales Manager .....George M Kuhn
Publicity Director.....Robert J. McIntosh
Musical Director.....Rosalind Brown
Chief Engineer.....Jack Gardner

POLICIES

Take all foreign language programs if they meet approval of F. T. C. and F. C. C.. Take beer and wine—no liquor.

Contact dealers for sponsors, arranges window displays, in fact anything consistent. Programs carried in six newspapers.

REPRESENTATIVE

H. K. Conover & Co.

♦

WKBV

RICHMOND—EST. 1926

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Knox Radio Corp. OPERATED BY: Knox Radio Corp. STUDIO ADDRESS: Westcott Hotel. TRANSMITTER LOCATION: North of Richmond. TIME ON THE AIR: Part time. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....William O. Knox

♦

WFAM

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. Power: 100 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: Colfax and Lafayette Sts. PHONE: 3-6161. STUDIO ADDRESS: Colfax and Lafayette Sts. TRANSMITTER LOCATION: One-half mile west of city limits on U. S. No. 2. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 noon and 3:30 P.M. to 8:00 P.M.; (Sunday) 8:00 A.M. to 5:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

PERSONNEL

President.....F. A. Miller
Commercial Manager.....R. H. Swintz
Advertising Manager .....R. H. Swintz
Chief Announcer.....Mark Boyden
Station Manager.....Franklin D. Schurz
Sales Manager.....R. H. Swintz
Publicity Director.....Mary Stockdale
Musical Director.....Robert Drain
Chief Engineer.....H. Cole

POLICIES

Will accept beer, but not liquor accounts. Runs both Polish and Hungarian programs now.

REPRESENTATIVE

Paul H. Raymer Company

♦

WSBT

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 500 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: Colfax & Lafayette Sts. PHONE: 3-6161. STUDIO ADDRESS: Colfax & Lafayette Sts. TIME ON THE AIR: (daily) 12:00-3:30 P.M. and 8:00 P.M. to midnight; (Sunday) 5:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

PERSONNEL

President.....F. A. Miller
Commercial Manager .....R. H. Swintz
Advertising Manager .....R. H. Swintz
Chief Announcer.....Mark Boyden
Station Manager.....Franklin D. Schurz
Sales Manager.....R. H. Swintz
Publicity Director.....Mary Stockdale
Musical Director.....Robert Drain
Chief Engineer.....H. Cole

POLICIES

Will accept beer but not liquor advertisements. Have both Polish and Hungarian programs on the air.

REPRESENTATIVE

Paul H. Raymer Company

♦

WBOW

"ON THE BANKS OF WABASH"

TERRE HAUTE—EST. 1926

NBC (RED and BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Banks of Wabash, Inc. OPERATED BY: Banks of Wabash, Inc. BUSINESS ADDRESS: 6th & Ohio. PHONE: Crawford 3394. STUDIO ADDRESS: 6th & Ohio. TRANSMITTER LOCATION: 25th St. & Dimmick. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: International News. MAINTAINS THE WABASH ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Alvin Eades
Station Manager.....W. W. Behrman
Artists' Bureau Head.....Ralph Tucker
Chief Announcer.....Horace Capps
Sales Manager.....W. W. Behrman
Musical Director.....Leo Baxter
Chief Engineer.....Ralph Guthrie

POLICIES

Accepts no liquor. Will accept beer. Does not solicit foreign language accounts.

Merchandising features in connection with commercial programs: Maintains close working contacts with wholesalers and leading retailers (grocery and drug). Will secure outlets —will place company display materials; will send bulletins to outlets on programs; holds sales meetings — auditions for clients and outlets.

REPRESENTATIVE

Gene Furgason & Co.

WBAA

"THE VOICE OF PURDUE"

WEST LAFAYETTE—EST. 1922

FREQUENCY: 890 Kc. POWER: 1000 watts. OWNED BY: Purdue University. OPERATED BY: Purdue University. BUSINESS ADDRESS: West Lafayette. PHONE: 6076. STUDIO ADDRESS: Electrical Engineering Bldg. TRANSMITTER LOCATION: Electrical Engineering Bldg. TIME ON THE AIR: 11:00 A.M. to 5:00 P.M. (Tues., Wed., Thurs., Fri.); 11:00 A.M. to 2:00 P.M. (Monday); 11:00 A.M. to 4:00 P.M. (Saturday).

PERSONNEL

Station Manager, Program Director
Gilbert D. Williams
Publicity Director.....Gilbert Hutton
Musical Director.....Albert P. Stewart
Chief Engineer.....Ralph R. Townsley

POLICIES

An educational, non-commercial station and programs are restricted to educational features.

IOWA

Population 2,552,000

Number of Families 655,410 **Number of Radio Homes 571,220**

Retail Sales $650,029,000 **Auto Registrations 728,414**

WOI

AMES—EST. 1922

FREQUENCY: 640 Kc. POWER: 5000 Watts. OWNED BY: Iowa State College. OPERATED BY: Iowa State College. BUSINESS ADDRESS: Ames. PHONE: 2500. STUDIO ADDRESS: Ames. TRANSMITTER LOCATION: Ames. TIME ON THE AIR: 6:45 a.m. to local sunset. NEWS SERVICE: Through cooperation of the Ames Tribune Times, the United Press Wire service is made available.

PERSONNEL

Chief Announcer.....A. G. Woolfries
Station Manager.....W. I. Griffith
Publicity Director.....W. I. Griffith
Musical Director.....Tolbert McRae
Chief Engineer.....W. E. Stewart

POLICIES

WOI is owned and operated as a part of Iowa State College from funds arising from taxation. For this reason no commercial accounts are solicited or carried.

♦

KFGQ

BOONE

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Boone Biblical College. OPERATED BY: Boone Biblical College. BUSINESS ADDRESS: Boone, Ia. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified hours during daytime.

POLICIES

Station does not sell time.

WMT

"VOICE OF IOWA"

CEDAR RAPIDS, WATERLOO—EST. 1922

NBC (BLUE)—MUTUAL—IOWA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Paramount Bldg., Cedar Rapids—Russell Lamson Hotel, Waterloo. PHONE: Cedar Rapids 6127, Waterloo 236. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marion. TIME ON THE AIR: 5:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Des Moines Register and Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Gardner Cowles, Jr.
V.-P. and General Manager.....S. D. Quarton
Commercial Manager
W. B. Quarton (Cedar Rapids)
Commercial Manager...Don Inman (Waterloo)
Program Director.....Douglas B. Grant
Publicity Director.....Ray Cox
Chief Engineer.....Charles F. Quentin

POLICIES

Does not accept liquor advertising.

MERCHANDISING

Publicity, stories and pictures in the radio columns of the Des Moines Register and Tribune (circulation 282,131) and Sunday Register (circulation 318,192).

Personal calls on the principal retail outlets by a member of department soliciting their cooperation and urging them to tie-up the radio program with their regular routine advertising.

Placement of counter cards and suitable display material in principal retail outlets stocking the product.

Publicity on movie trailers with sound track in all the principal theaters in Waterloo, Cedar Falls, and Cedar Rapids, as well as, a number of small theaters in our area.

Upon request from the advertiser WMT will make distribution check ups, sales check ups, etc.

A window display may be installed in the reception lobby for a period of ten days provided the advertiser furnishes the necessary display material.

General merchandising bulletins of advertised products are frequently sent to 600 grocers and approximately 300 druggists in our immediate territory.

Any further merchandising services desired by the advertiser may be arranged for; no charges for any of the aforementioned services rendered. However, in some cases advertisers desire to have a special mailing piece or circulars prepared which will be done, providing the advertiser assumes the cost of postage, mimeographing, printing, stationery, etc.

REPRESENTATIVE

E. Katz Special Adv. Agency

♦

WOC

DAVENPORT—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. (application pending for 1390 Kc.). POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Brady St. PHONE: 3521. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President .....Col. B. J. Palmer
Commercial Manager.....C. A. Luther
Advertising Manager.....C. A. Luther
Station Manager.....Clark A. Luther
Sales Manager.....Clark A. Luther
Publicity Director.....J. Neil Reagan
Musical Director.....J. Neil Reagan
Chief Engineer.....Harold Higby

POLICIES

No stated special policies.

Merchandising: Full merchandising co-operation through local newspaper help and local theater trailer.

REPRESENTATIVE

Free & Peters, Inc.

♦

KGCA

DECORAH

FREQUENCY: 1270 Kc. POWER: 100 Watts. OWNED BY: Charles Walter Greenley. OPERATED BY: Charles Walter Greenley. BUSINESS ADDRESS: Decorah. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares daytime with KWLC.

POLICIES

Non-commercial station.

♦

KWLC

"THE LUTHERAN COLLEGE OF THE AIR"

DECORAH—EST. 1926

FREQUENCY: 1270 Kc. POWER: 100 watts. OWNED BY: Luther College. OPERATED BY: Luther College. BUSINESS ADDRESS: Luther College. PHONE: 690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dormitory. TIME ON THE AIR: 7:30 A.M. to 3:30 P.M. (part-time).

PERSONNEL

Chief Announcer.....Norman Bredesen
Station Manager.....O. Eittreim
Publicity Director .....W. L. Strunk

POLICIES

On non-commercial basis.

♦

KRNT

DES MOINES—EST. 1935

CBS—IOWA BROADCASTING SYSTEM

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Iowa Broadcasting Co. BUSINESS ADDRESS: Des Moines Register & Tribune Bldg. PHONE: Des Moines 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North of Des Moines. TIME ON THE AIR: Unlimited. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

Manager.....Luther L. Hill
Commercial Manager.....Craig Lawrence

REPRESENTATIVE

E. Katz Special Advertising Agency

♦

KSO

"ALWAYS A GOOD SHOW ON KSO"

DES MOINES—EST. 1932

NBC (BLUE) MBS—IOWA NETWORK

FREQUENCY: 1430 Kc. POWER: 2500 Watts-d., 500 Watts-n. OWNED BY: The Iowa Broadcasting Co., subsidiary of the Des Moines Register and Tribune. OPERATED BY: Same. BUSINESS ADDRESS: Reg. & Trib. Bldg. PHONE: 3-2111. STUDIO ADDRESS: Reg. & Trib. Bldg. TRANSMITTER LOCATION: 6 miles north of town. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 7:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, International News Service, Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICES: Associated Program Service and NAB Library.

PERSONNEL

President.....Gardner Cowles, Jr.
Station Manager.....Luther Hill
Commercial Manager.....Craig Lawrence
Advertising Manager.....G. Greenburg
Artists Bureau Head.....Ranny Daly
Sales Manager.....Craig Lawrence
Publicity Director.....Dave Nowinson
Musical Director.....Orville Foster
Chief Engineer.....Paul Huntsinger

POLICIES

Does not accept liquor advertising; no occasion to accept or reject foreign language accounts. Other restrictions according to NAB code.

Special merchandising connection with commercial programs:

Newspaper publicity (3 full columns each day in the Register and 3 full columns each day in the Tribune). Full page in the Sunday Register.

Billboards—Feature mention of programs on 26 billboards on arterial highways in Des Moines.

Movie trailers—Feature mention of programs on screens of 18 theatres in Des Moines.

Displays—Window displays of adv.'s product in KSO lobby.

Car Cards—Program featured on cards on rear of 150 Des Moines street cars.

Bulletins—Featuring drug and grocery products mailed to 250 drug outlets and 500 grocers each month.

Plus dealer calls, surveys and whatever special job calls for.

REPRESENTATIVE

E. Katz Special Adv. Agency

♦

WHO

"VOICE OF THE MIDDLE WEST"

DES MOINES—EST. 1924

FREQUENCY: 1000 Kc. POWER: 50000 Watts. OWNED BY: Central Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 914 Walnut St. PHONE: 3-7147. TIME ON THE AIR: 6:00 A.M. to midnight (12:00 midnight to 1:00 A.M.-facsimile). MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press and Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President .....B. J. Palmer
V-P & Station Manager .....J. O. Maland
Artists' Bureau Head .....Irving Grossman
Sales Manager .....Hale Bondurant
Publicity Director .....Woody Woods
Program Director .....Harold Fair
Technical Director .....Paul A. Loyet

POLICIES

No liquor; beer accounts only after 10:30 P.M.

REPRESENTATIVE

Free & Peters, Inc.

♦

KDTH*

DUBUQUE—EST. 1937

FREQUENCY: 1340 Kc. POWER: 500 Watts. OWNED BY: Telegraph Herald. OPERATED BY: Telegraph Herald. BUSINESS ADDRESS: Eighth Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Not determined. TIME

ON THE AIR: Daytime. NEWS AFFILIATION: Dubuque Telegraph Herald. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Not selected at press time.

POLICIES

Liquor advertising will not be accepted. Other policies not determined at present time.

REPRESENTATIVE

William J. Arndt

*C.P. by FCC (issue being determined by Court of Appeals, Washington, D. C.)

♦

WKBB

DUBUQUE—EST. 1933

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts-d., 100 Watts-n. OWNED BY: Sanders Bros. Radio Station. OPERATED BY: Sanders Bros. Radio Station. BUSINESS ADDRESS: Hotel Julien. PHONE: Dubuque 572, East Dubuque 145. STUDIO ADDRESS: Hotel Julien. TRANSMITTER LOCATION: East Dubuque, Ill. TIME ON THE AIR: 6:30 A.M. to Midnight (daily), 8:00 a.m. to Midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Walter E. Klauer
Commercial Manager.....J. D. Carpenter
Advertising Manager.....J. D. Carpenter
Chief Announcer.....Vaughn Gayman
Station Manager.....James D. Carpenter
Publicity Director.....A. L. Link
Musical Director.....M. K. Galliart
Chief Engineer.....Leonard Carlson

POLICIES

Liquor advertising not accepted. Beer and light wines permitted.

Merchandising includes regular mailing to list of grocers and druggists.

♦

WSUI

IOWA CITY—EST. Code—1911—Broadcast—1919

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: State Univ. of Iowa. OPERATED BY: State Univ. of Iowa. BUSINESS ADDRESS: Iowa City. PHONE: University 237-8162. STUDIO ADDRESS: Iowa City. TRANSMITTER LOCATION: Iowa City. TIME ON THE AIR: 8:30 A.M. to 10:00 P.M. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Usual facilities.

PERSONNEL

Chairman Radio Board.....Bruce E. Mahan
Station Director.....Carl H. Menzer
Program Director.....Pearl B. Broxam
Production Manager.....Robt. Graham
Staff Announcer.....Wm. Sener
Chief Operator.....S. J. Ebert

POLICIES

Station WSUI is non-commercial station owned and operated by State University of Iowa. This station engages in no advertising or commercial broadcasting.

♦

KFJB

"FRIENDLY LITTLE STATION IN THE HEART OF IOWA"

MARSHALLTOWN—EST. 1923

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Earl Peak. OPERATED BY: Earl Peak. BUSINESS ADDRESS: 1600 W. Main St. PHONE: 1419-2515. STUDIO ADDRESS: 1600 W. Main St. TRANSMITTER LOCATION: 2 miles northwest of town. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. (daily); 11:00 to 7:00 P.M. (Sunday). NEWS SERVICE: International News Service. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President.....Earl Peak
Commercial Manager.....Homer Griffith
Advertising Manager.....Homer Griffith
Artists' Bureau Head.....Irene Wigton
Chief Announcer.....Bob Weitzel
Station Manager.....Homer Griffith
Publicity Director.....Robert Dobbin
Program Director.....Irene W. Griffith
Musical Director.....Clyde Mason
Chief Engineer.....Wayne Peak

POLICIES

No hard liquor. No foreign language.

Cooperation with local merchants on publicizing on nationally advertised merchandise.

REPRESENTATIVE

Howard H. Wilson Co.

♦

KGLO

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Mason City Globe Gazette Co. OPERATED BY: Mason City Globe Gazette Co. BUSINESS ADDRESS: Hotel Hanford. PHONE: 2800. STUDIO ADDRESS: Hotel Hanford. TRANSMITTER LOCATION: 2 miles west of M. C. on Highway 18. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. (daily); 7:00 A.M. to 12:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Mason City Globe-Gazette. NEWS SERVICES: United Press and Globe Gazette City Reporters and correspondents in North Iowa and Southern Minn. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, and NAB Library.

PERSONNEL

Commercial Manager.....V. C. Hicks
Station Manager.....F. C. Eighmey
Chief Announcer.....John J. Price
Program Director.....John J. Price
Sales Manager.....F. C. Eighmey
Publicity Director.....Henry Hook
Musical Director.....John J. Price
Chief Engineer.....Leo Born

POLICIES

Accept beer; no wine or liquor advertising. Full time merchandising man available to advertisers. Complete program log daily in Mason City Globe Gazette. Regular bulletins sent to leading grocers and druggists in North Iowa and Southern Minnesota.

REPRESENTATIVE

Weed & Co.

♦

KFNF

"THE FRIENDLY FARMER STATION"

SHENANDOAH—EST. 1924

FREQUENCY: 890 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: KFNF, Inc. OPERATED BY: KFNF, Inc. BUSINESS ADDREESS: 407 Sycamore. PHONE: No. 1—departmental connections. STUDIO ADDRESS: 407 Sycamore St. TRANSMITTER LOCATION: 407 Sycamore St. TIME ON THE AIR: (daily) 5:30 A.M. to 4:00 P.M.; 5:00 P.M. to 9:00 P.M.; (Saturday) 5:30 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. McGregor.

PERSONNEL

President..... Henry Field
Advertising Manager.....Wm. E. Macdonald
Chief Announcer.....Pate Simmons
Station Manager.....F. E. Tunnicliff
Publicity Director.....Wm. E. Macdonald
Musical Directors.....Lena Sanman,
Edwin R. Hamilton
Chief Engineer.....Wiley D. Wenger

POLICIES

No wines, beer or liquor advertising accepted, no commercial broadcasts on Sundays. Price quoting permitted on all commercial programs, foreign language programs are being carried without restrictions of any kind. Primary regulation is to meet Federal Trade Commission rulings and general policies of good advertising taste and broadcasting practice.

Station will mail cards, letters or other mail pieces, contact local retailers or dealers, arrange displays or windows, etc. All merchandising service at cost. Also gives ample and generous advance promotion on new programs by way of its own facilities and local newspaper space.

REPRESENTATIVE

Gene Furgason & Co.

♦

KMA

"KEEPS MILLIONS ADVISED"

SHENANDOAH—EST. 1925

IOWA BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Earl E. May Seed Co. OPERATED BY: Earl E. May Seed Co. BUSINESS ADDRESS: Lowell & Elm Sts. PHONE: 192. STUDIO ADDRESS: Lowell & Elm Sts. TRANSMITTER LOCATION: Shenandoah Rt. 48. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Program Service.

PERSONNEL

President.....Earl E. May
Commercial Manager.....J. (Cy.) Rapp
Chief Announcer.....Fred Greenlee
Station Manager.....J. (Cy.) Rapp
Musical Director.....Faylon Geist
Chief Engineer.....Ray Schroeder

POLICIES

Beer accounts handled only after 9 P.M. No liquor advertising.

Special mailing service to clients dealers. Local newspaper promotion in many county seat newspapers in KMA service area.

REPRESENTATIVE

Howard Wilson & Co.

♦

KSCJ

"THE JOURNAL"

SIOUX CITY—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Perkins Bros. Co. OPERATED BY: Same. BUSINESS ADDRESS: 415 Douglas. PHONE: 57993-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 5000 Royal River Road. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Sioux City Journal. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS BUREAU.

PERSONNEL

Commercial Manager.....C. W. Corkhill
Artists Bureau Head.....Bertha Reese
Chief Announcer.....Charles Corkhill, Jr.
Station Manager.....C. W. Corkhill

Publicity Director.....Ruth Fachmann
Musical Director.....Bertha Reese
Chief Engineer.....S. E. Dier

POLICIES

Beer and wine accounts accepted; no distilled liquors.

REPRESENTATIVE

Craig & Hollingbery

♦

KTRI*

SIOUX CITY—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Sioux City Broadcasting Co. OPERATED BY: Dietrich Dirks and The Tribune Co. BUSINESS ADDRESS: 304 Pierce St. PHONE: 5-8031. TRANSMITTER LOCATION: Sioux City. TIME ON THE AIR: Unlimited. NEWSPAPER AFFILIATION: The Sioux City Tribune.

PERSONNEL

President .....Eugene Kelly
Station Manager.....Dietrich Dirks

*Operating under C.P. issued by FCC, at time of going to press.

KANSAS

Population 1,864,000

Number of Families 488,600 Number of Radio Homes 398,620

Retail Sales $448,261,000 Auto Registrations 577,906

KFBI

"POLICIES THAT PROTECT"

ABILENE—EST. 1923

FREQUENCY: 1050 Kc. POWER: 5000 Watts. OWNED BY: Farmers & Bankers Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 410 N.W. 3rd. PHONE: 1200. STUDIO ADDRESS: 410 N.W. 3rd. TRANSMITTER LOCATION: Milford. TIME ON THE AIR: 6:30 A.M. to sunset (Pacific time). NEWS SERVICE: Transradio Press. TRANSPORTATION SERVICE: World Broadcasting System, and Standard Radio.

PERSONNEL

President .....H. K. Lindsley
Station Manager .....K. W. Pyle
Advertising Manager .....M. Eberhardt
Chief Announcer .....Harry D. Peck
Sales Manager .....K. W. Pyle
Publicity Director .....J. W. Eberhardt
Musical Director .....Marie Gunzelman
Chief Engineer .....G. H. Johnstone

POLICIES

No beer or liquor advertising accepted. Foreign language programs accepted.

REPRESENTATIVE

Howard H. Wilson Company

KGGF

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: Hugh J. Powell & Stanley Platz, d/b as Powell & Platz. OPERATED BY: Same. BUSINESS ADDRESS: Journal Bldg. PHONE: 147-41. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Coffeyville. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: The Coffeyville Journal. NEWS SERVICE: The Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Station Manager .....Hugh J. Powell
Commercial Manager .....W. B. Darrah
Advertising Manager .....W. B. Darrah
Chief Announcer .....Melvin Drake
Sales Manager .....W. B. Darrah
Publicity Director .....Clair Foster
Musical Director .....Clair Foster
Chief Engineer .....J. Fred Case

POLICIES

No liquor advertising accepted; takes foreign language accounts.

Merchandising cooperation given advertisers is similar to that given by newspapers.

REPRESENTATIVE

E. Katz Special Adv. Agency, Inc.

KGNO

DODGE CITY—EST. 1930

FREQUENCY: 1340 Kc. POWER: 250 Watts. OWNED BY: Dodge City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: First Nat'l Bank Bldg. PHONE: 1340. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Westview Park. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Dodge City Globe. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....J. C. Denious
Commercial Manager.....N. C. Petersen
Advertising Manager.....N. C. Petersen
Chief Announcer.....John Drake
Chief Engineer.....Emil Doane

POLICIES

Does not accept liquor or foreign language accounts.

Will make surveys, assist with distribution or secure any information desired, as merchandising aids.

♦

KIUL

"VOICE OF WESTERN KANSAS"

GARDEN CITY—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Garden City Broadcasting Co. OPERATED BY: Garden City Broadcasting Co. BUSINESS ADDRESS: 404 N. Main. PHONE: 666-999. STUDIO ADDRESS: 404 N. Main. TRANSMITTER LOCATION: Warner Terrace. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Usual Facilities.

PERSONNEL

President.....F. D. Conard
Commercial Manager.....F. D. Conard
Advertising Manager.....F. D. Conard
Chief Announcer.....Clem Morgan
Station Manager.....F. D. Conard
Publicity Director.....Clem Morgan
Musical Director.....George Goulding

POLICIES

No special policies, as to foreign language programs. Liquor still illegal in the state of Kansas.

Complete merchandising cooperation at all times.

♦

KVGB

"THE VOICE OF GREAT BEND"

GREAT BEND—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: E. E. Ruehlen. OPERATED BY: E. E. Ruehlen. BUSINESS ADDRESS: 2103½ Forest. PHONE: 1080-1. STUDIO ADDRESS: Cork Bldg. TRANSMITTER LOCATION: 1½ miles south of Great Bend on Highway No. 8. TIME ON THE AIR: 6:30 A.M. to 8:00 P.M. (unlimited time). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Station Manager.....E. E. Ruehlen
Commercial Manager.....Vern Minor
Advertising Manager.....Dave Wilson
Assistant Manager.....Vern Minor
Musical Director.....Earl Brewster
Chief Engineer.....Leo Legleiter

POLICIES

No intoxicating liquor advertising accepted.

♦

KWBG

"THE STATION IN THE CENTER OF THE NATION"

HUTCHINSON—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Nation's Center Broadcasting Co., Inc. OPERATED BY: W. B. Greenwald. BUSINESS ADDRESS: 101 Ave. A. East. PHONE: 5202. STUDIO ADDRESS: 101 Ave. A. East. TRANSMITTER LOCATION: Hutchinson. TIME ON THE AIR: (winter) 6:30 A.M. to 10:30 P.M.; (summer) 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President-General Manager..W. B. Greenwald
Advertising Manager.....W. P. Robinson
Artists' Bureau Head.....Mary Winner
Chief Announcer.....Ed Letson
Station Manager.....W. B. Greenwald
Program Director.....J. B. Lake
Publicity Director.....W. P. Robinson
Musical Director.....Willie Anz
Chief Engineer.....Harold Bourrell

POLICIES

Will accept beer advertising. No foreign language accounts.

Merchandising as required.

♦

KCKN

KANSAS CITY—EST. 1925 (as WLBF) 1936 (as KCKN)

KANSAS NETWORK

FREQUENCY: 1300 Kc. POWER: 100 Watts. OWNED BY: The Kansas City Kansas & Capper Publications. OPERATED BY: The Kansas City Kansan. BUSINESS ADDRESS: 901 N. 8th St. PHONE: Drexel 4300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Owned and operated by The Kansas City Kansan, Capper Publication, only daily newspaper in Kansas City. NEWS SERVICE: United Press.

MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Library, C. P. MacGregor Library, Lang-Worth, NAB Library.

PERSONNEL

President .....W. A. Bailey
Station Manager .....Ellis Atteberry
Commercial Manager .....Owen Balch
Artists' Bureau Head .....Ruth Royal
Musical Director .....Ruth Royal
Chief Engineer .....Clark Smith

POLICIES

No beer or alcoholic beverage accounts accepted.

Cooperate with commercial clients in merchandising and exploitation. Complete plans are arranged and executed by station. Clients bear actual cost only.

REPRESENTATIVE

Capper Publications

♦

KFKU

LAWRENCE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: University of Kansas. OPERATED BY: University of Kansas. BUSINESS ADDRESS: Lawrence, Kans. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time with WREN.

PERSONNEL

Director.....Harold G. Ingham

POLICIES

Station does not sell time.

♦

WREN

LAWRENCE—EST. 1926

NBC-BLUE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The WREN Broadcasting Co. OPERATED BY: The WREN Broadcasting Co. BUSINESS ADDRESS: WREN Bldg. PHONE: Lawrence 110. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Between Lawrence and Kansas City, Mo. TIME ON THE AIR: Shares time KFRU. Sunday 8:00 A.M. to 12:00 midnight; week days, 7:00 A.M. to 2:30 P.M. and 3:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Manager .....Vernon H. Smith

REPRESENTATIVE

Craig and Hollingbery, Inc.

KSAC

MANHATTAN

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Kansas State College of Agriculture and Applied Science. OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Manhattan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time with WIBW.

POLICIES

Station does not sell time.

♦

KOAM

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.
(RED & BLUE)

FREQUENCY: 790 Kc. POWER: 1000 Watts. OWNED BY: Pittsburg Broadcasting Co. OPERATED BY: Pittsburg Broadcasting Co. BUSINESS ADDRESS: Commerce Bldg. PHONE: 2165-6. STUDIO ADDRESS: Commerce Bldg. TRANSMITTER LOCATION: 2½ miles southeast of Pittsburg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....E. Victor Baxter
Commercial Manager .....Ed. Cunniff
Station Manager.....Ed. Cunniff
Chief Announcer.....Spencer Allen
Program Director.....Merwyn Love
Chief Engineer.....W. L. Brown

POLICIES

Will accept beer accounts; also foreign language programs.

Has special merchandising department that will work with commercial advertisers

REPRESENTATIVE

Howard H. Wilson & Co.

♦

KSAL

SALINA—EST. 1937

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: R. J. Laubengayer. OPERATED BY: R. J. Laubengayer. BUSINESS ADDRESS: Journal Bldg. PHONE: 100-104. STUDIO ADDRESS: Journal Bldg. TRANSMITTER LOCATION: State St. Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: R. J. Laubengayer, owns stock in Salina Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

PERSONNEL

President.....R. J. Laubengayer
Commercial Manager.....A. E. Crockett
Chief Announcer.....W. Wendell Elliott
Station Manager.....A. E. Crockett
Sales Manager.....A. E. Crockett
Publicity Director.....Russell Siner
Musical Director.....Al Thompson
Chief Engineer.....N. E. Vance, Jr.

POLICIES

Considering acceptance of beer accounts at present time. Undecided policy.

All commercial programs including name of sponsor, are published in Salina Journal each day. Journal has approximately 14,000 daily circulation.

REPRESENTATIVE

E. Katz Special Adv. Agency

♦

WIBW

"THE VOICE OF KANSAS"

TOPEKA—EST. 1925

CBS—KANSAS NETWORK

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Capper Publications. OPERATED BY: Capper Publications. BUSINESS ADDRESS: Box 119. PHONE: 3-2377. STUDIO ADDRESS: 1035 Topeka Blvd. TRANSMITTER LOCATION: Topeka. TIME ON THE AIR: 4:54 A.M. to Midnight, (daily); 8:00 A.M. to midnight (Sunday) CST. NEWSPAPER AFFILIATION: Capper Publications. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library, NAB Library.

PERSONNEL

General Manager.....Ben Ludy
Chief Engineer.....Karl Troeglen

POLICIES

No beer or liquor advertising.

Publicity in Capper Publications. Personal calls and window displays as part of merchandising aids.

♦

KANS

WICHITA— EST. 1936

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: The KANS Broadcasting Co. OPERATED BY: The KANS Broadcasting Co. BUSINESS ADDRESS: Hotel Lassen. PHONE: 4-2387. STUDIO ADDRESS: Hotel Lassen. TRANSMITTER LOCATION: Hotel Lassen. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus & Standard Library.

PERSONNEL

President.....Chas. C. Theis
Commercial Manager.....Herb Hollister
Chief Announcer.....Jack Todd
Station Manager.....Herb Hollister
Sales Manager.....Charles Ritchie
Publicity Director.....Phil McKnight
Musical Director.....Raymond Shelley
Chief Engineer.....Herb Hollister

POLICIES

Accept beer but not liquor.

Maintains a merchandising department.

REPRESENTATIVE

E. Katz Special Advertising Agency

♦

KFH

"MOST WELCOME SPOT ON THE DIAL"

WICHITA—EST. 1935

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Radio Station KFH. OPERATED BY: KFH Corp. BUSINESS ADDRESS: York Rite Temple. PHONE: 35254-5-6. STUDIO ADDRESS: York Rite Temple. TRANSMITTER LOCATION: 6400 E. Central. TIME ON THE AIR: (Daily) 6:00 A.M. to midnight; (sunday) 8:00 A.M. to midnight. NEWS SERVICES: United Press, Press Radio Bureau. NEWSPAPER AFFILIATION: The Wichita Eagle. TRANSCRIPTION SERVICE: Associated Libraries.

PERSONNEL

President.....John Rigby
Station Manager.....G. B. McDermott
Commercial Manager.....Russell L. Lowe
Chief Announcer.....Vic Rugh
Traffic Relations.....Leila Hull
Publicity Director.....Robert Kent
Musical Director.....Guy Snyder
Chief Engineer.....Amos C. Dadisman

POLICIES

Accepts beer accounts, but no liquors. No restriction against foreign language accounts but population is approximately 98% American born.

Monthly surveys on advertised products among both groceries and drug stores (including jobbers and warehouses). Putting in window displays and special surveys for sponsors upon suitable occasions.

REPRESENTATIVE

Edward Petry & Co.

KENTUCKY

Population 2,920,000

Number of Families 672,030 Number of Radio Homes 358,190

Retail Sales $388,278,000 Auto Registrations 372,576

WCMI

"WHERE COAL MEETS IRON"

ASHLAND—EST. 1925

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Ashland Broadcasting Co. Operated BY: Ashland Broadcasting Co. BUSINESS ADDRESS: WCMI Bldg. PHONE: 363. STUDIO ADDRESS: WCMI Bldg. TRANSMITTER LOCATION: WCMI, Bldg. TIME ON THE AIR: 6:30 A.M. to 1200 midnight. NEWSPAPER AFFILIATIONS: Ashland Daily Independent. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....J. T. Norris
Commercial Manager.....Jos. F. Kyler
Station Manager.....Jos. F. Kyler
Chief Announcer.....Paul L. Ruble
Sales Manager.....Jack Bell
Publicity Director.....Paul L. Ruhle
Musical Director.....Hester Kyler
Chief Engineer.....E. D. Herider

REPRESENTATIVE

J. J. Devine & Assoc.

♦

WCKY

COVINGTON, KY.

(See Cincinnati, O.)

♦

WLAP

"VOICE OF THE BLUE GRASS"

LEXINGTON—EST. 1918

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: American Broadcasting Corp. of Kentucky. OPERATED BY: American Broadcasting Corp. of Kentucky. BUSINESS ADDRESS: Lexington. PHONE: 1721-2. STUDIO ADDRESS: Lexington. TRANSMITTER LOCATION: Lexington. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Gilmore N. Nunn
Commercial Manager.....Winston L. Clark
Chief Announcer.....Ted Grizzard
Station Manager.....Winston L. Clark
Publicity Director.....Ted Grizzard
Musical Director.....Miller Welch
Chief Engineer.....Sanford Helt

POLICIES

No liquor advertising accepted before 8 P.M. No restrictions on beer and light wines. No restrictions on foreign language broadcasts.

Complete merchandising department at the disposal of the advertiser.

REPRESENTATIVE

J. J. Devine & Assoc.

♦

WAVE

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

FREQUENCY: 940 Kc. POWER: 1000 Watts. OWNED BY: WAVE, Inc. OPERATED BY: WAVE, Inc. BUSINESS ADDRESS: Brown Hotel. PHONE: Jackson 8391-2. STUDIO ADDRESS: Brown Hotel. TRANSMITTER LOCATION: Brown Hotel. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 P.M.; (Sunday) 8:00 A.M. to 12:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Geo. W. Norton, Jr.
Commercial Manager.....James F. Cox
Station Manager.....Nathan Lord
Sales Manager.....James F. Cox
Publicity Director.....George Patterson
Musical Director.....Clifford Shaw
Chief Engineer.....Wilbur E. Hudson

POLICIES

Liquor accounts accepted only late at night. Beer accounts at any time. No foreign lan-


L. B. Wilson
presents
WCKY
NBC
RED and
BLUE
TO MORE THAN TWO
MILLION LISTENERS WITHIN
THE ½ MILLIVOLT LINE
10,000 WATTS
IN THE VERY RICH OHIO VALLEY

guage accounts. All copy subject to station approval and FCC regulations.

Station undertakes merchandising to the extent of publicizing programs and calls on wholesalers and certain key retailers in district.

REPRESENTATIVE

Free & Peters, Inc.

♦

WHAS

"IN THE HEART OF THE RICH OHIO VALLEY"

LOUISVILLE—1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 820 Kc. POWER: 50,000 Watts. OWNED BY: Barry Bingham. OPERATED BY: Louisville Times Company. BUSINESS ADDRESS: 300 W. Liberty St. PHONE: Wa 2211. STUDIO ADDRESS: 300 W. Liberty St. TRANSMITTER LOCATION: RR 2, Anchorage, Ky. TIME ON THE AIR: 6:00 A.M. to midnight daily; 8:00 A.M. to midnight Sunday. NEWSPAPER AFFILIATION: Courier Journal and Louisville Times. NEWS SERVICE: United Press. MAINTAINS AN ARTISTS BUREAU. TRANSCRIPTION SERVICE: Full facilities.

PERSONNEL

Owner .....Barry Bingham
Executive Manager .....W. Lee Coulson
Program Manager .....Joe Eaton
Artists Bureau Head .....Bob Drake
Chief Announcer .....Meador Lowrey
Studio Director.....Meador Lowrey
Radio Director .....Credo Harris
Publicity Director .....Dolly Sullivan
Musical Director .....Meador Lowrey
Chief Engineer .....Orrin Towner

POLICIES

Foreign language accounts not accepted. Accept beer any time; wine and hard liquor only during late evening hours. Commercials for alcoholic accounts must be institutional and are subject to stringent regulations. Patent medicine advertising must conform to Federal Trade Commission regulations and station standards.

Merchandising: Supply daily listings, pictures and highlights in Courier Journal and Louisville Times, plus publicity in magazines and trade journals; contact dealers, retailers, neighborhood groups, etc. By direct mail postage only is charged to advertiser. Surveys, window displays, counter cards handled by Montgomery Associates at small cost to advertiser.

REPRESENTATIVE

Edward Petry & Company

STATION

WHAS

LOUISVILLE

Proved Primary Listening Area Facts

LATEST SURVEY: Total annual sales $2,738,119,583 . . . Food sales $292,726,998 . . . Filling station sales $77,575,083 . . . Drug sales $52,545,833 . . . Population 4,932,307 . . . Families 1,267,519 . . . Radio homes 904,999 . . . Income taxpayers 134,204.

820 *Kc.* .....*CBS Outlet*



50 000 WATTS-NATIONALLY CLEARED CHANNEL

EDWARD PETRY & COMPANY
National Representatives

COURIER-JOURNAL AND LOUISVILLE TIMES STATION

WLMU*

MIDDLESBORO—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Lincoln Memorial University. OPERATED BY: Lincoln Memorial University. BUSINESS ADDRESS: Middlesboro. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

*Operating under C.P. issued by FCC, at time of going to press.

♦

WOMI

OWENSBORO—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Owensboro Broadcasting Co., Inc. OPERATED BY: Owensboro Broadcasting Co., Inc. BUSINESS ADDRESS: Byers Ave. & Livermore Road. PHONE: 420. STUDIO ADDRESS: Byers Ave. & Livermore Road. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Owensboro Messenger (morning); Owensboro Inquirer (evening. NEWS SERVICE Associated Press (non-commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Lawrence W. Hager
Station Manager.....Lyell L. Ludwig

POLICIES

No foreign language programs. Liquor advertising only after 8 P.M. in evening (weekdays only).

Merchandising and publicity through newspaper tie-up.

♦

WPAD

"VOICE OF WESTERN KENTUCKY"

PADUCAH—EST. 1930

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Paducah Broadcasting Co., Inc. OPERATED BY: Paducah Broadcasting Co., Inc. BUSINESS ADDRESS: 8th and Terrell. PHONE: 4100. STUDIO ADDRESS: 8th and Terrell. TRANSMITTER LOCATION: 8th and Terrell. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Paducah-Sun Democrat. NEWS SERVICE: Associated Press (non-commercial).

PERSONNEL

President.....Pierce E. Lackey
Commercial Manager.....W. Prewitt Lackey
Advertising Manager.....W. Prewitt Lackey
Chief Announcer.....Gene Peak
Station Manager.....Gene Peak
Sales Manager.....Gene Peak
Publicity Director.....Pierce E. Lackey
Musical Director.....Gene Peak
Chief Engineer.....C. G. Sims

POLICIES

No whiskey advertising accepted.

LOUISIANA

Population 2,132,000

Number of Families 491,200 — Number of Radio Homes 294,940

Retail Sales $344,393,000 — Auto Registrations 302,420

KALB

"VOICE OF THE HUB CITY"

ALEXANDRIA—EST. 1935

SOUTHERN BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Alexandria Broadcasting Co., Inc. OPERATED BY: Alexandria Broadcasting Co., Inc. BUSINESS ADDRESS: 3rd & Jackson. PHONE: 65. STUDIO ADDRESS: 3rd & Jackson. TRANSMITTER LOCATION: Upper 4th St. extension. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

PERSONNEL

President.....Walter H. Allen
Commercial Manager.....I. F. Welch
Advertising Manager.....I. F. Welch
Chief Announcer.....V. G. Evans
Station Manager.....W. L. Waltman
Publicity Director.....W. L. Waltman
Musical Director.....V. G. Evans
Chief Engineer.....J. F. Manship

POLICIES

No special policies or restrictions.

Special build-up announcements prior to commercial programs.

WJBO

BATON ROUGE—EST. 1934

NBC (BLUE) SOUTHERN BROADCASTING NETWORK

FREQUENCY: 1120 Kc. POWER: 500 watts. OWNED BY: Baton Rouge Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 334 Florida St. PHONE: 3647. STUDIO ADDRESS: Magnolia & 5th. TRANSMITTER LOCATION: Roosevelt Road. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATIONS: Baton Rouge State-Times, Baton Rouge Morning Advocate. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus.

PERSONNEL

President.....Chas. P. Manship, Jr.
Commercial Manager .....H. V. Anderson
Chief Announcer .....Paul Goldman
Station Manager.....H. Vernon Anderson
Sales Manager.....J. Roy Dabadie
Publicity Director.....C. P. Liter
Chief Engineer.....Wilbur T. Golson

POLICIES

Does not accept either liquor advertising or foreign language accounts.

♦

KVOL

LAFAYETTE—EST. 1935

SOUTHERN NETWORK

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Evangeline Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 300 Jefferson St. PHONE: 336-1280. STUDIO ADDRESS: Evangeline Hotel. TRANSMITTER LOCATION: Lafayette. TIME ON THE AIR: 7:00 A.M. to 1:00 P.M.—4:00 P.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Advertiser-Gazette. NEWS SERVICE: Associated Press (non-commercial).

PERSONNEL

President .....Morgan Murphy
Commercial Manager.....R. A. Escudier
Station Manager.....Geo. H. Thomas
Chief Announcer.....Earl Peterson
Publicity Director.....Mrs. H. S. Guilbeau
Chief Engineer.....J. G. Cooper

POLICIES

No stated special policies.

♦

KPLC

"VOICE OF THE POPULAR PORT"

LAKE CHARLES—EST. 1935

SOUTHERN NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts, d., 100 Watts, n. OWNED BY: Calcasieu Broadcasting Co. OPERATED BY: Calcasieu Broadcasting Co. BUSINESS ADDRESS: 333 Piyo St. PHONE: 821. STUDIO ADDRESS: Majestic Hotel. TRANSMITTER LOCATION: Le Grande St. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio Service.

PERSONNEL

President.....L. M. Sepaugh
Commercial Manager.....F. C. Carroll
Chief Announcer.....K. McDaniels
Station Manager.....C. R. Porter
Publicity Director.....Eddie Wilkerson, Jr.
Chief Engineer.....E. C. Moses

POLICIES

Only good taste and F.C.C. requirements. Accept French programs.

REPRESENTATIVE

J. J. Devine & Associates

♦

KMLB

"VOICE OF MONROE"

MONROE—EST. 1930

SOUTHERN BROADCASTING NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, Night. OWNED BY Liner's Broadway Station, Inc. BUSINESS ADDRESS: Frances Hotel. PHONE: 4321-4564. STUDIO ADDRESS: Frances Hotel. TRANSMITTER LOCATION: Milhaven Rd. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICES: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System; NBC Thesaurus.

PERSONNEL

President .....J. C. Liner, Sr.
Commercial Manager.....J. Liner, Jr.
Station Manager.....J. C. Liner, Sr.
Sales Manager.....Don Breitenmoser
Chief Engineer.....O. L. Morgan

POLICIES

None other than that programs must be in good taste, with all programs subject to rejection by station management.

Merchandising and exploitation is done only at expense of advertiser.

♦

WBNO

"WE BOOST NEW ORLEANS"

NEW ORLEANS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Coliseum Place Baptist Church. OPERATED BY: Coliseum Place Baptist Church. BUSINESS ADDRESS: St. Charles Hotel. PHONE: Raymond 0423. STUDIO ADDRESS: St. Charles Hotel. TRANSMITTER LOCATION: S. White & Ephrosene. TIME ON THE AIR: Noon to 5:00 P.M. and 8:00 to 11:00 P.M. NEWSPAPER AFFILIATIONS: Christian Science Monitor. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

Station Manager.....Edward R. Musso
Sales Manager.....W. Bradbarry
Publicity Director.....Walter J. Williams
Musical Director.....Mildred Elliott
Chief Engineer.....George Peirce

POLICIES

No special policies in regard to liquor, or foreign language program, etc.

♦

WDSU

"FIRST WITH THE LATEST AND ALWAYS A FEW WAVE LENGTHS AHEAD"

NEW ORLEANS—EST. 1923

NBC (BLUE)

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: WDSU, Inc. OPERATED BY: WDSU, Inc. BUSINESS ADDRESS: Hotel Monteleone. PHONE: Raymond 7135. STUDIO ADDRESS: Hotel Monteleone. TRANSMITTER LOCATION: Gretna. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Transradio Press, Radio News, Ass'n. TRANSCRIPTION SERVICE: World Broadcasting System.

WWL

NEW ORLEANS

LOUISIANA'S

Most Powerful Station

★

850 KC. 10,000 WATTS

★

Affiliated CBS

★

July 1, 1938

50,000 WATTS

Authorized by the F.C.C.

PERSONNEL

President .....Joseph H. Uhalt
Commercial Manager .....P. K. Ewing
Station Manager .....Joseph H. Uhalt
Sales Manager .....P. K. Ewing
Chief Engineer .....Fred Fabre

POLICIES

No stated special program policies.

REPRESENTATIVE

John Blair & Co.

♦

WJBW

NEW ORLEANS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Charles C. Carlson. OPERATED BY: Charles C. Carlson. BUSINESS ADDRESS: Godchaux Bldg. STUDIO ADDRESS: Godchaux Bldg. TRANSMITTER LOCATION: New Orleans. TIME ON THE AIR: Shares time with WBNO.

♦

WSMB

"AMERICA'S MOST INTERESTING CITY"

NEW ORLEANS—EST. 1925

NBC (RED)

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d., 1000 Watts, n. OWNED BY: Maison Blanche & Saenger Theaters. OPERATED BY: WSMB, Inc. BUSINESS ADDRESS: 901 Canal St. PHONE: MA. 5920. STUDIO ADDRESS: 901 Canal St. TRANSMITTER LOCATION: Algiers. TIME ON THE AIR: 7:00 to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....E. V. Richards
Commercial Manager.....H. Wheelahan
Advertising Manager.....H. Wheelahan
Artists' Bureau Head.....Wm. Brengel
Chief Announcer.....Wm. Brengel
Station Manager.....H. Wheelahan
Sales Manager.....T. J. Fontelieu
Publicity Director.....T. J. Fontelieu
Musical Director.....Y. Lebaron
Chief Engineer.....H. G. Nebe

POLICIES

No stated special policies or restrictions on programs.

Merchandising aid given where requested.

REPRESENTATIVE

Edward Petry & Company

WWL*

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 10,000 Watts. OWNED BY: Loyola University. OPERATED BY: WWL Development Co., Inc. BUSINESS ADDRESS: Roosevelt Hotel. PHONE: Raymond 2196-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kenner. TIME ON THE AIR: 5:30 A.M. to 12:00 P.M. NEWS SERVICE: United Press.

* 50,000 Watts after July 1st, 1938.

PERSONNEL

General Manager.....Vincent F. Callahan
Program Manager.....Jimmie Willson
Advertising Manager.....Beverly Brown
Chief Announcer.....Jimmie Willson
Sales Manager.....W. P. Beville
Publicity Director.....Henry Dupre
Musical Director.....Karl Lellky
Chief Engineer.....J. D. Bloom, Jr.

POLICIES

No whiskey advertisements, no foreign language accounts accepted; special restrictions on medicines.

Program buildup several days in advance of its first scheduling—calling attention to the time, date, and program features, etc., included in merchandising aids.

REPRESENTATIVE

E. Katz Special Adv. Agency

♦

KRMD

"SHREVEPORT'S FRIENDLY STATION"

SHREVEPORT—EST. 1928

SOUTHERN BROADCASTING NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KRMD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 901 Louisiana Ave. PHONE: 6171-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....R. M. Dean
Commercial Manager.....G. V. Wilson
Chief Announcer.....Travis Cabinas
Station Manager.....L. M. Sapaugh
Publicity Director.....Bill Rewens
Musical Director.....Bob Castle
Chief Engineer.....R. M. Dean

POLICIES

Liquor copy restricted to brand and price and to week days only.

Merchandising aids through advance announcements. Display card tie-in at strategic points.

REPRESENTATIVE

J. J. Devine & Associates

KTBS

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.—DIXIE NETWORK

FREQUENCY: 1450 Kc. POWER 1000 Watts. OWNED BY: Tri-State Broadcasting System. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P.O. Box 17. PHONE: 4171. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Dixie Gardens. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....John D. Ewing
Commercial Manager.....Jack O. Gross
Station Manager.....John C. McCormack
Program Director.....B. G. Robertson
Publicity Director & Merchandising
Jack Keasler
Chief Engineer.....C. H. Haddox

POLICIES

No special policies on programs.

Merchandising department offers full cooperation.

REPRESENTATIVE

The Branham Company

♦

KWKH

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 10,000 Watts. OWNED BY: International Broadcasting Corp. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P. O. Box 17. PHONE: 4171. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Mooringsport Road. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....John D. Ewing
Station Manager.....John C. McCormack
Commercial Manager.....Jack O. Gross
Program Director.....Fred Ohl
Publicity Director & Merchandising
Jack Keasler
Chief Engineer.....W. E. Antony

POLICIES

No special program policies on commercials.

Merchandising department lends full cooperation.

REPRESENTATIVE

The Branham Company

MAINE

Population 856,000

Number of Families 211,660 Number of Radio Homes 185,480

Retail Sales $232,599,000 Auto Registrations 191,554

WRDO

"THE FRIENDLY VOICE FROM THE HEART OF MAINE"

AUGUSTA—EST. 1932

MUTUAL-YANKEE and COLONIAL Networks FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: WRDO, Inc. OPERATED BY: Conrad E. Kennison. BUSINESS ADDRESS: 1 Commercial St. PHONE: 2285. STUDIO ADDRESS: 1 Commercial St. TRANSMITTER LOCATION: 341 Water St. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. NEWS SERVICE: Yankee Network.

PERSONNEL

Station Manager.....Conrad E. Kennison
Chief Engineer.....Harold T. Dinsmore

POLICIES

Accepts beer and wine advertising and foreign language programs.

Contact by mail or personal call dealers in territory in behalf of an advertiser's product, if desired.

♦

WABI

"MAINE'S OLDEST BROADCASTING SERVICE"

BANGOR—EST. 1924

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Community Broadcasting Service, Inc. OPERATED BY: Community Broadcasting Service, Inc. BUSINESS ADDRESS: 57 State St. PHONE: 6658-4243. STUDIO ADDRESS: 57 State St. TRANSMITTER LOCATION: Brewer, Maine. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: Bangor Daily Commercial. NEWS SERVICE: Associated Press, Bangor Commercial. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....F. B. Simpson
Artists' Bureau Head.....V. Dupplissi
Chief Announcer.....Robert Smith
Station Manager.....R. M. Wallace
Sales Manager.....Guy Corey
Publicity Director.....Addison Palmer
Musical Director.....V. Duplissi
Chief Engineer.....Nelson Lawson

POLICIES

Only restriction is on hard liquors—time sold only after nine P.M. on such accounts.

Merchandising — Publicity through newspaper affiliation.

♦

WLBZ

"THE MAINE STATION FOR MAINE PEOPLE"

BANGOR—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 620 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Maine Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 Main St. PHONE: 6023. STUDIO ADDRESS: 100 Main St. TRANSMITTER LOCATION: Outer Broadway. TIME ON THE AIR: 7:30 A.M. to midnight. NEWS SERVICE: International News. TRANSCRIPTION SERVICE: Lang-Worth Features, World Broadcasting System.

PERSONNEL

General Manager ....Thompson L. Guernsey

POLICIES

Advertising of distilled alcoholic beverages not accepted.

REPRESENTATIVE

Weed & Company

♦

WCSH

PORTLAND—EST. 1925

NBC-RED YANKEE NETWORK

FREQUENCY: 940 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Congress Square Hotel Co. OPERATED BY: Congress Square Hotel Co. BUSINESS ADDRESS: 570 Congress St. PHONE: Portland 3-9667. STUDIO ADDRESS: 570 Congress St. TRANSMITTER LOCATION: Scarsboro, Maine. TIME ON THE AIR: Sunday, 9:00 A.M. to 12:00 midnight; week days, 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Henry P. Rines
Commercial Manager.....L. T. Pitman

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Gratis service confined to pre-announcements or brief previews of program of quarter hour or longer and telephone calls to dealers and distributors within local exchange limits. Letters to trade on station stationery.

REPRESENTATIVE

Weed & Co.

♦

WGAN *

PORTLAND—EST. 1937

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: Portland Broadcasting System, Inc. OPERATED BY: Portland Broadcasting System, Inc. BUSINESS ADDRESS: Portland. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Limited Time with KFI.

* Operating under C.P. at time of going to press.

WAGM

PRESQUE ISLE—EST. 1931

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Aroostook Broadcasting Corp. OPERATED BY: Aroostook Broadcasting Corp. BUSINESS ADDRESS: National Bank Bldg. PHONE: Presque Isle 60. STUDIO ADDRESS: National Bank Bldg. TRANSMITTER LOCATION: National Bank Bldg. TIME ON THE AIR: 11:00 A.M. to 7:00 P.M. NEWS SERVICE: Transradio Press, Aroostook News Service. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

General Manager.....R. W. MacIntosh
Commercial Manager.....L. E. Hughes
Chief Announcer.....Ted Coffin

POLICIES

Malt beverage and spirituous liquor advertising accepted; not restricted as to position. Not more than three such advertisers accepted during any one day. French language programs accepted and not restricted to certain hours.

MARYLAND

Population 1,679,000

Number of Families 395,740 Number of Radio Homes 362,920

Retail Sales $462,874,000 Auto Registrations 378,462

WBAL

BALTIMORE—EST. 1925

NBC (Blue)

FREQUENCY: 1060 Kc. (6:00 A.M. to 9:00 P.M.), 760 Kc. (9:00 P.M. to 1:00 A.M.) POWER: 10,000 Watts. OWNED BY: WBAL Broadcasting Co. OPERATED BY: WBAL Broadcasting Co. BUSINESS ADDRESS: Lexington Bldg. PHONE: Plaza 4900. STUDIO ADDRESS: Lexington Bldg. TRANSMITTER LOCATION: Pikesville, Md. TIME ON THE AIR: (daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Baltimore News-Post, Baltimore Sunday American. NEWS SERVICES: International News Service, United Press. TRANSCRIPTION SERVICE: Associated Music, Lang-Worth Features.

PERSONNEL

Station Manager.....Harold C. Burke
Advertising Manager.....Edward Codel
Chief Announcer.....John Wilbourn
Publicity Director.....Edward Codel
Chief Engineer.....Gerald W. Cooke

POLICIES

No foreign language programs accepted. Limited merchandising service available.

REPRESENTATIVE

Hearst Radio, Inc.

♦

WCAO

"THE VOICE OF BALTIMORE"

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Monumental Radio Co. OPERATED BY: Same. BUSINESS ADDRESS: 811 West Lanvale St. PHONE: Madison 7222-3-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to midnight. (Sunday) 8:45 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Usual facilities.

TO COVER MARYLAND YOU NEED THE MARYLAND NETWORK ★

No single station can cover the rich Maryland market! It takes the Maryland Network to blanket it completely—as well as the "plus-market" embracing the southern portion of Pennsylvania, northern Virginia and northeastern West Virginia. Not only that, but the Maryland Network gives you *intensive* coverage of this vast market at the same price you'd pay an outside, individual station.

★ WCBM Baltimore

KEY STATION FOR MARYLAND NETWORK
1370 Kilocycles. For information and rates, write Baltimore Broadcasting Corp., Hearst Tower Building, Baltimore, Md. Phone CAlvert 2840.

★ WTBO Cumberland

800 Kilocycles. For information and rates, write Associated Broadcasting Corp., 31 Frederick Street, Cumberland, Md.

★ WJEJ Hagerstown

1210 Kilocycles. For information and rates, write Hagerstown Broadcasting Co., 16 West Washington Street, Hagerstown, Md.

PERSONNEL

President .....Lewis M. Milbourne
Commercial Manager .....J. Thomas Lyons
Chief Announcer .....William J. O'Toole
Station Manager .....J. Thomas Lyons
Publicity Director .....Dwight W. Burroughs
Musical Director .....Jack Lederer
Chief Engineer .....Martin L. Jones

POLICIES

Station does not accept liquor advertising, nor encourage foreign language accounts.

♦

WCBM

BALTIMORE—EST. 1924

INTER-CITY

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Baltimore Broadcasting Corp. OPERATED BY: Baltimore Broadcasting Corp. BUSINESS ADDRESS: Hearst Tower Bldg. PHONE: Plaza 5359-1; Calvert 2480-1. STUDIO ADDRESS: Keith Theater. TRANSMITTER LOCATION: 1100 East Cold Spring Lane. TIME ON HE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library.

PERSONNEL

President.....John Elmer
Commercial Manager.....John Elmer
Station Manager.....Geo. H. Roeder
Sales Manager.....John Elmer
Publicity Director.....Newell Warner
Chief Engineer.....G. Porter Houston

POLICIES

Does not accept liquor advertisements.

♦

WFBR

"MARYLAND'S PIONEER BROADCAST STATION"

BALTIMORE—EST. 1922

NBC (RED)

FREQUENCY: 1270 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Baltimore Radio Show, Inc. OPERATED BY: The Baltimore Radio Show, Inc. BUSINESS ADDRESS: 7 St. Paul St. PHONE: Plaza 6030-1-2-3-4. STUDIO ADDRESS: 7 St. Paul St. TRANSMITTER LOCATION: Philadelphia Road. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System. Maintains own complete recording equipment.

PERSONNEL

President.....Robert S. Maslin
Station Manager.....Hope H. Barroll, Jr.
Commercial Manager.....Purnell H. Gould
Advertising Manager.....Robert S. Maslin, Jr.
Artists' Bureau Head.....Jos. Imbroglio
Production Manager.....Bert Hanauer
Sales Manager.....Purnell H. Gould
Publicity Director.....Robert S. Maslin, Jr.
Musical Director.....Jos. Imbroglio
Chief Engineer.....Wm. Q. Ranft

POLICIES

Does not accept liquor advertising or foreign language accounts.

Special merchandising: Tie-ups with six county papers. Use quarter page in each weekly. Tie-ups with eight movie houses. Use trailers. Tie-ups with three magazines. Trade notices to wholesalers.

REPRESENTATIVE

Edward Petry & Co., Inc.

♦

WTBO

CUMBERLAND—EST. 1929

FREQUENCY: 800 Kc. POWER: 250 Watts. OWNED BY: Associated Broadcasting Corp. OPERATED BY: Associated Broadcasting Corp. BUSINESS ADDRESS: 31 Frederick St. PHONE: Cumberland 299. STUDIO ADDRESS: 31 Frederick St. TRANSMITTER LOCATION: Fort Hill. TIME ON THE AIR: 7:30 A.M. to local sunset, Dallas, Texas. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Roger W. Clipp
Commercial Manager.....H. B. McNaughton
Chief Announcer.....Robert Rosamond
Station Manager.....H. B. McNaughton
Chief Engineer.....George H. Lenhert

POLICIES

All advertising copy must be in good taste. Must comply with FCC and Federal Trade Commission regulations.

Merchandising through dealer contact and assistance.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

WFMD

"IN THE HEART OF MARYLAND"

FREDERICK—EST. 1936

FREQUENCY: 900 Kc. POWER: 500 Watts. OWNED BY: Monocacy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Frederick. PHONE: 1466. STUDIO ADDRESS: Winchester Hall Bldg. TRANSMITTER LOCATION: Jefferson Pike. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS BUREAU.

PERSONNEL

Station Manager .....A. V. Tidmore
Commercial Manager .....A. V. Tidmore
Artists Bureau Head .....Winston Shipley
Chief Announcer .....R. L. Longstreet
Program Director .....R. L. Longstreet
Publicity Director .....Hugh F. Ferguson
Musical Director .....Winston Shipley
Chief Engineer .....John A. Fels

POLICIES

No stated special policies.

♦

WJEJ

HAGERSTOWN—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 Watts, d.; 50 Watts, n. OWNED BY: Hagerstown Broadcasting Co. OPERATED BY: Hagerstown Broadcasting Co. BUSINESS ADDRESS: 16 West Washington St. STUDIO ADDRESS: 16 West Washington St. TRANSMITTER LOCATION: Hagerstown. TIME ON THE AIR: Monday, Wednesday and Friday: 6:30 A.M. to local sunset; Tuesday, Thursday, Saturday and Sunday, 6:30 A.M. to 1:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

General Manager .....Grover C. Crilley

♦

WSAL

"THE EASTERN SHORE'S OWN STATION"

SALISBURY—EST. 1937

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Frank M. Stearns. OPERATED BY: Same. BUSINESS ADDRESS: 415 E. Main St. PHONE: 1540-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to local sunset; (Sunday) 8:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library and NAB Library.

PERSONNEL

Owner .....Frank M. Stearns
Station Manager .....J. Roy McLennan
Program Manager .....Deane Long
Artists' Bureau Head .....J. Roy McLennan
Musical Director .....H. Fulton Brewington
Chief Operator .....Richard W. Bullers

POLICIES

No stated special program policies.

A VIRGIN RADIO TERRITORY!

The Peninsula of Plenty
Southern Delaware and the Eastern Shores of Maryland and Virginia

This wealthy area receives its only primary radio service from WSAL.
Because of its central location on the radio-isolated Eastern Shore, WSAL is practically without interference and competition—It reaches more Eastern Shore people at a much lower cost than can be reached through any other medium. It is typically an Eastern Shore station for Eastern Shore people, and they have shown themselves to be unusually consistent radio listeners as evidenced by the results received by WSAL advertisers. Write for Rates, Coverage and Market Data, and time available.



250 WATTS
1200 Kilocycles

Eastern Shore's Own Station
WSAL
SALISBURY, MARYLAND

Station
Executives
Everywhere
Read
RADIO DAILY
Regularly

MASSACHUSETTS

Population 4,426,000

Number of Families 1,063,700 Number of Radio Homes 1,078,820

Retail Sales $1,461,180,000 Auto Registrations 816,711

WAAB

"KEY STATION—COLONIAL NETWORK"

BOSTON—EST. 1930

MUTUAL—COLONIAL

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 24 hours. NEWS SERVICE: Colonial Network News Service, International News Service, Universal Service. ARTISTS BUREAU: Colonial Network Artists Bureau. TRANSCRIPTION SERVICE: Associated Library, Colonial Network Transcription Service.

PERSONNEL

President.....John Shepard, 3rd
Commercial Manager.....Wm. Warner
Advertising Manager.....J. Bonner
Artists Bureau Head.....Van Sheldon
Dir. of Pub. Rel.....Gerald Harrison
Asst. to Pres.....R. L. Harlow
Prod. Manager.....Linus Travers
Sales Manager.....Wm. Warner
Publicity Director.....A. J. Stephenson
Musical Director.....Andrew Jacobson
Chief Engineer.....Irving B. Robinson
Tech. Director.....Paul A. DeMars

POLICIES

Accept liquor advertising which does not encourage new users. Foreign language accounts accepted. Must be accompanied by strict translation of subject matter. All continuity subject to approval of Better Business Bureau and the proprietory association. All continuity subject to station's standards and must be approved before being broadcast.

Merchandising department which contacts the principal chain store buyers and key wholesalers and jobbers. Tie-up with the New England Poultrymen where station provides advertising to clients in this field. Maintain complete mailing lists on the principal retail trades and send out a radiogram form to this trade charging only 1 cent postage. A limited number of personal letters will be sent charging the client for postage. All services depend on volume of business and type of broadcast.

REPRESENTATIVES

Edward Petry & Co., Inc.

♦

WBZ & WBZA

BOSTON & SPRINGFIELD

EST. 1921

NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 990 Kc. POWER: WBZA-Springfield—1,000 Watts. WBZ-Boston—50,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: WBZ, Hotel Bradford, Boston. WBZA, Hotel Kimball, Springfield. PHONE: WBZ—Hancock 4261, WBZA—Springfield 6-8336. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: WBZ — Millis. WBZA—Springfield. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....F. A. Merrick
Station Manager.....John A. Holman
Artists Bureau Head.....Cleon B. White
Chief Announcer.....John F. McNamara
Sales Manager.....Frank R. Bowes
Publicity Director.....George A. Harder
Musical Director.....John H. Wright
Chief Engineer.....Dwight A. Myer (WBZ)
Chief Engineer.....H. E. Randol (WBZA)

POLICIES

Accepts beer and ale accounts. Does not accept wine, liquor or foreign language accounts. NBC policies apply otherwise.



• Reaches Boston's Purchasing Power at Lowest Audience Cost.

WCOP

• A Boston Program is • Incomplete Without WCOP

Copley Plaza Hotel Boston, Mass.

Gerard H. Slattery, *Gen. Mgr.*

Merchandising: Station has illuminated display cabinets for client use in studio lobby and picture easel in hotel lobby. Also makes pre-announcements for clients placing new shows on WBZ & WBZA.

REPRESENTATIVE

National Broadcasting Co., Inc.

♦

WCOP

BOSTON—EST. 1935

FREQUENCY: 1120 Kc. POWER: 500 watts. OWNED BY: Mass. Broadcasting Corp. OPERATED BY: Mass. Broadcasting Corp. BUSINESS ADDRESS: Copley Plaza Hotel. PHONE: Commonwealth 1717. STUDIO ADDRESS: Copley Plaza Hotel. TRANSMITTER LOCATION: Speedway, Brighton. TIME ON THE AIR: daytime (EST). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Harold A. Lafount
General Manager.....Gerald H. Slattery
Sales Manager.....Arthur Leary
Publicity Director.....J. Donovan
Chief Engineer.....Whitman N. Hall

POLICIES

Liquor advertising accepted. Foreign language translations required.

Station supplies telegrams to dealers in connection with commercial programs.

♦

WEEI

"COLUMBIA'S FRIENDLY VOICE"

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 590 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Boston Edison Co. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 182 Tremont St. PHONE: Hubbard 2323. STUDIO ADDRESS: 182 Tremont St. TRANSMITTER LOCATION: Medford. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 8:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Boston Herald-Traveler. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Station Manager.....H. E. Fellows
Sales Manager.....H. R. Marks
Publicity Director.....L. S. Whitcomb
Musical Director.....L. G. Del Castillo
Chief Engineer.....P. K. Baldwin
Chief Announcer.....C. H. Dickerman

POLICIES

No liquor advertising; no foreign language accounts. Follows CBS network policies.

No special merchandising or exploitations. Attempt always to achieve good publicity and to use the station's facilities to interest the radio audience in new programs, new events, and new policies.

REPRESENTATIVE

Radio Sales, Inc.

♦

WHDH

"THE VOICE FROM HOME"

BOSTON—EST. 1929

FREQUENCY: 830 Kc. POWER: 1000 watts. OWNED BY: Matheson Radio Co., Inc. OPERATED BY: Matheson Radio Co., Inc. BUSINESS ADDRESS: Hotel Touraine, 62 Boylston St. PHONE: Hancock 0900-1-2. STUDIO ADDRESS: Hotel Touraine, 62 Boylston St. TRANSMITTER LOCATION: Saugus. TIME ON THE AIR: 7:00 a.m. until sunset in Denver (approximately two hours after local sunset). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Langworth Features.

PERSONNEL

President.....John J. Matheson
Commercial Manager.....Ralph G. Matheson
Chief Announcer.....Frederick Garrigus
Station Manager.....Ralph G. Matheson
Sales Manager.....Ralph G. Matheson
Publicity Director.....John J. Matheson
Musical Director.....Kenneth Wilson
Chief Engineer.....Watson Kownaski

POLICIES

Liquor advertising accepted but with all due restrictions.

♦

WMEX

BOSTON—EST. 1934

INTER-CITY

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: 70 Brookline Ave. PHONE: Com. 3900-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Christian Science Monitor.

PERSONNEL

President.....John E. Reilly
Station Manager.....A. J. Pote
Commercial Manager.....S. Wasser
Sales Manager.....S. Wasser
Publicity Director.....Vivienne Cameron
Musical Director.....John Kiley
Chief Engineer.....A. J. Pote

POLICIES

Station does not accept liquor advertising; station will accept foreign language accounts. All advertising subject to approval of station management.

REPRESENTATIVE

Craig & Hollingbery, Inc.

WNAC

"KEY STATION—YANKEE NETWORK"

BOSTON—EST. 1922

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Yankee Net., Inc. OPERATED BY: The Yankee Net., Inc. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 6:00 a.m. to 1:05 a.m. (daily), 8:00 a.m. to 1:05 a.m. (Sunday). NEWS SERVICES: Yankee Network News Service, International News Service, Universal Service. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICES: Associated Library, Yankee Network Transcription Service.

PERSONNEL

President.....John Shepard, 3rd
Commercial Manager.....C. W. Phelan
Advertising Manager.....C. McVarish
Artists Bureau Head.....Van Sheldon
Dir. Pub. Rel.....Gerald Harrison
Asst. to Pres.....R. L. Harlow
Prod. Manager.....Linus Travers
Sales Manager.....C. W. Phelan
Publicity Director.....A. J. Stephenson
Musical Directors.....Francis J. Cronin & Bobby Norris
Chief Engineer.....Irving B. Robinson
Tech. Director.....Paul A. DeMars

POLICIES

Accepts liquor advertising which does not encourage new users. No foreign language accounts accepted. All continuity subject to approval of Better Business Bureau and the proprietory association. All continuity subject to our station's standards and must be approved before being broadcast.

A merchandising department which contacts the principal chain store buyers and key wholesalers and jobbers. A tie-up with the Apothecary Magazine, official New England Pharmeceutical Association organ and the New England grocery and market magazine with a circulation of 22,000 among the independent grocers. Maintains complete mailing lists on the principal retail trades and send out a radiogram form to this trade charging only 1 cent postage. A limited number of personal letters will be sent charging the client for postage. All services depend on volume of business and type of broadcast.

REPRESENTATIVE

Edward Petry & Co., Inc.

WORL

"NEWS—OF THE HOUR, ON THE HOUR, EVERY HOUR"

BOSTON—EST. 1926

FREQUENCY: 920 Kc. POWER: 500 Watts. OWNED BY: Broadcasting Service Organization, Inc. OPERATED BY: Broadcasting Service Organization, Inc. BUSINESS ADDRESS: 910 Beacon St. PHONE: Commonwealth 5100. STUDIO ADDRESS: 910 Beacon St. TRANSMITTER LOCATION: Needham. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press, Christian Science Monitor. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio Library.

PERSONNEL

President.....Harold A. Lafount
Commercial Manager.....W. Cort Treat
Advertising Manager.....W. Cort Treat
Artists' Bureau Head.....James Carmody
Chief Announcer.....Richard Bates
Station Manager.....W. Cort Treat
Sales Manager.....W. Cort Treat
Publicity Director.....Howie Smart
Musical Director.....Robert Perry
Chief Engineer.....George Luckey

POLICIES

Liquor advertising not acceptable.

Special merchandising features in connection with commercial programs include: Telegrams announcing campaign and program sent to all dealers; Promotional photographs; Commercial programs promoted in station's weekly flyers sent to extensive mailing list.

Active research and market analysis. New programs publicized in newspaper display and courtesy announcements.

REPRESENTATIVE

J. J. Devine & Assoc.

♦

Primary Coverage includes
Lawrence
Lowell
Haverhill
Lynn
Melrose
Salem
Nashua
Exeter
Beverly
Peabody
Newburyport
Etc.

680 Kilocycles

National Rep. WEED & CO.

1000 NEW WATTS

in the Heart of Industrial New England

WLAW provides first hand service to 2,336,259 persons in its 30-mile primary area.

WLAW

LAWRENCE, MASS.

Owned and Operated By
Hildreth & Rogers Co.,
Publishers of
Lawrence Daily Eagle,
The Evening Tribune
Essex County's Greatest Newspapers

WSAR

"FALL RIVER'S COMMUNITY STATION"

FALL RIVER—EST. 1921

MUTUAL—COLONIAL & YANKEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts. OWNED BY: Doughty & Welch Elec. Co., Inc. OPERATED BY: Doughty & Welch Electric Co., Inc. BUSINESS ADDRESS: 417 Academy Bldg. PHONE: Fall River 450-1. STUDIO ADDRESS: 417 Academy Bldg. TRANSMITTER LOCATION: South Somerset. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service, Local news service compiled by local news reporter. TRANSCRIPTION SERVICE: Standard Radio, MAINTAINS ARTISTS' BUREAU.

PERSONNEL

President.....Wm. T. Welch
Commercial Manager.....Leonard C. Cox
Advertising Manager.....Gordon H. Bryant
Artists' Bureau Head.....H. W. Craig
Station Manager.....Wm. T. Welch
Publicity Director.....F. J. McLaughlin, Jr.
Musical Director.....H. W. Craig
Chief Engineer.....John C. Pavao

POLICIES

Does not solicit liquor advertising. Carries foreign language programs.

Special merchandising tie-ins are made in radio publications, calling special attention to the program. A local house organ—This Week, calls attention to local programs and network features. In the latter instance, the local representative of the product is also mentioned, even though that representative does not participate in the program.

REPRESENTATIVE

Bryant Publicity Service

♦

WHAI *

GREENFIELD—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: John W. Haigis. OPERATED BY: John W. Haigis. BUSINESS ADDRESS: Mansion House. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Greenfield.

TIME ON THE AIR: Daytime (actual, 6:00 A.M. to 7:00 P.M.).

PERSONNEL

Manager.....John W. Haigis, Jr.

*Operating under C.P. issued by FCC, at time of going to press.

♦

WLAW

"LAWRENCE'S OWN STATION"

LAWRENCE—EST. 1937

INTERCITY

FREQUENCY: 680 Kc. POWER: 1000 Watts. OWNED BY: Hildreth & Rogers Co. OPERATED BY: Hildreth & Rogers Co. BUSINESS ADDRESS: 285 Essex St. PHONE: 4171 and 4107. STUDIO ADDRESS: 278 Essex St. TRANSMITTER LOCATION: West Andover. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Lawrence Daily Eagle, The Evening Tribune. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....A. H. Rogers
Advertising Manager.....David M. Kimel
Station Manager.....Irving E. Rogers
Publicity Director.....Frederick A. Sullivan
Musical Director.....Stanley N. Schultz
Chief Engineer.....George R. Luckey

POLICIES

Adhere to ethics of N. A. B.

REPRESENTATIVE

Weed & Company

♦

WLLH

"VOICE OF THE MERRICK VALLEY"

LOWELL—EST. 1934

MUTUAL—YANKEE & COLONIAL

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Merrimac Broadcasting Co., Inc. BUSINESS ADDRESS: Lowell. PHONE: Lowell 2121. STUDIO ADDRESS: Lowell. TRANSMITTER LOCATION: Lowell. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICES: Yankee Network News Service (INS); Complete local news coverage. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

President.....A. S. Moffat
Commercial Manager.....Haskell Bloomberg
Chief Announcer.....Harlan Newell
Station Manager.....Robert F. Donahue
Chief Engineer.....William McDonald

POLICIES

Copy on liquor advertisements must not tend to stimulate the use of alcohol.

Station is prepared to furnish any reasonable merchandising service at cost.

REPRESENTATIVE

Edward Petry & Co., Inc.

WNBH

"THE STANDARD-TIMES STATION"

NEW BEDFORD—EST. 1921

COLONIAL—YANKEE—MUTUAL

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: E. Anthony & Sons, Inc. OPERATED BY: E. Anthony & Sons, Inc. BUSINESS ADDRESS: 251 Union St. PHONE: 5533, 5781, 1000. STUDIO ADDRESS: 251 Union St. TRANSMITTER LOCATION: Fairhaven. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M. (daily); 7:30 A.M. to midnight (Saturday); 8:45 A.M. to 11:30 P.M. (Sunday). NEWSPAPER AFFILIATIONS: Standard-Times, Morning Mercury. NEWS SERVICES: Associated Press, International News Service, United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

General Manager.....Irving Vermilya
Assistant Manager.....Sol Chain
Chief Engineer.....Clyde Pierce

POLICIES

Advertising for beer and light wines only accepted. Foreign programs must be open to all advertisers. Laxative not accepted.

Programs contracted for 13 weeks or more receive ten-inch advertisement in Standard-Times and Morning Mercury.

♦

WBRK

"VOICE OF THE BERKSHIRES"

PITTSFIELD—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. STUDIO ADDRESS: Pittsfield Coal Gas Bldg. TIME ON THE AIR: Full Time License.

PERSONNEL

Owner and General Manager..Harold Thomas
Station Manager.....S. R. Elman
Commercial Manager.....Bruff W. Olin

REPRESENTATIVE

Sears & Ayer

♦

WMAS

"VOICE OF WESTERN MASSACHUSETTS"

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Radio Station WMAS, Inc. OPERATED BY: Radio Station WMAS, Inc. BUSINESS ADDRESS: Hotel Charles. PHONE: 7-1414-5. STUDIO ADDRESS: Hotel Charles. TRANSMITTER LOCATION: Pynchon Park, West St. TIME ON THE AIR: (daily) 7::00 A.M. to 1:00 A.M.; (Sunday) 8:30

A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

President.....A. S. Moffat
Station Manager.....A. W. Marlin
Commercial Manager .....Gordon W. Ewing
Advertising Manager .....Gordon W. Ewing
Artists' Bureau Head.....F. Turner Cooke
Chief Announcer.....F. Turner Cooke
Publicity Director.....Warren Greenwood
Chief Engineer.....James L. Spates

POLICIES

Foreign language programs acceptable. English copy must be submitted in advance, announcements carefully edited. Copy restrictions: Accept beer, wine, and liquors, subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval.

Merchandising service rendered to sponsor in accordance with needs.

REPRESENTATIVE

Edward Petry & Co., Inc.

♦

WSPR

SPRINGFIELD—EST. 1936

MUTUAL BROADCASTING SYSTEM—
COLONIAL NETWORK

FREQUENCY: 1140 Kc. POWER: 500 Watts. OWNED BY: Connecticut Valley Broadcasting Co. OPERATED BY: Connecticut Valley Broadcasting Co. BUSINESS ADDRESS: 63 Chestnut St. PHONE: Springfield 6-2757. STUDIO ADDRESS: 63 Chestnut St. TRANSMITTER LOCATION: West Springfield. TIME ON THE AIR: 7:00 A.M. to sunset (at Birmingham, Ala.). NEWSPAPER SERVICE: Transradio Press. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President-Station Manager..Quincy A. Brackett
Commercial Manager.....M. W. Stoughton
Artists Bureau Head.....W. H. Latham
Chief Announcer .....Elwin Tacy
Program Director-Publicity Director,
W. H. Latham
Chief Engineer.....H. W. Holt

POLICIES

Wine and beer advertising accepted. No hard liquor advertising accepted.

Foreign language programs accepted in limited number.

REPRESENTATIVE

Sear & Ayer

WORC

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: A. F. Kleindienst. OPERATED BY: Same. BUSINESS ADDRESS: 65 Elm St. PHONE: 5-3101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburn. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Worcester Evening Post. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Commercial Manager.....W. R. Moran
Station Manager.....E. E. Hill
Chief Engineer.....A. F. Kleindienst

POLICIES

Does not accept programs in foreign language. Liquor advertising restricted to light wines and ales.

REPRESENTATIVE

International Radio Sales

♦

WTAG

"THE VOICE FROM THE HEART OF NEW ENGLAND"

WORCESTER—1924

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 1000 watts. OWNED BY: Worcester Telegram Pub. Co., Inc. OPERATED BY: Worcester Telegram Pub. Co., Inc. BUSINESS ADDRESS: 18 Franklin St. PHONE: Worcester 5-4321. STUDIO ADDRESS: 18 Franklin St. TRANSMITTER LOCATION: Holden. TIME ON THE AIR: 7:30 a.m. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Worcester Telegram, Evening Gazette, Sunday Telegram; All published by the Worcester Telegram Pub. Co., Inc. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....H. G. Stoddard
Commercial Manager.....H. J. Perry
Chief Announcer.....Chester Gaylord
Station Manager.....John J. Storey
Publicity Director....Mrs. Dorothy B. Mattison
Musical Director.....Miss Lillian Murphy
Chief Engineer.....Hobart H. Newell

POLICIES

Does not take liquor advertising, foreign language accounts or sell announcements in the news.

REPRESENTATIVE

Weed & Company, New York

MICHIGAN

Population 4,830,000

Number of Families 1,166,585 Number of Radio Homes 1,075,630

Retail Sales $1,388,236,000 Auto Registrations 1,373,676

WELL

BATTLE CREEK—EST. 1925

MICHIGAN RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Enquirer-News Co. OPERATED BY: Same. BUSINESS ADDRESS: 1 West Michigan Ave. PHONE: 5655-7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: Enquirer-News. NEWS SERVICE: Newspaper broadcasts, Associated Press News. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

President ..... A. L. Miller
Station Manager ..... D. E. Jayne
Commercial Manager ..... F. F. Owen
Artists' Bureau Head ..... H. W. Jackson
Chief Announcer ..... A. H. Haight
Publicity Director ..... A. H. Haight
Chief Engineer ..... R. B. Roof

POLICIES

No spirituous liquor advertising accepted; no foreign language programs. Right reserved to discontinue programs for reasons sufficient to station. All copy subject to station approval.

Merchandising service available plus special newspaper cooperation in publicity.

REPRESENTATIVE

J. J. Devine & Assoc.

♦

WBCM

"THE VOICE OF NORTHEASTERN MICHIGAN"

BAY CITY—EST. 1928

MICHIGAN RADIO NETWORK

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Bay Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Wenonah Hotel. PHONE: 4212-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hampton Township. TIME ON THE AIR: (Sunday) 9:00 A.M. to 12:30 A.M.; (daily) 8:30 A.M. to 12:30 A.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President ..... James E. Davidson
Station Manager ..... Stanley F. Northcott
Musical Director ..... Lionel H. DeRemer
Chief Engineer ..... Ralph H. Carpenter

POLICIES

No stated special policies.

REPRESENTATIVE

Howard H. Wilson Co.

♦

WHDF

"MICHIGAN'S TIP-TOP STATION"

CALUMET—EST. 1929

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Upper Michigan Broadcasting Co. OPERATED BY: Upper Michigan Broadcasting Co. BUSINESS ADDRESS: Calumet. PHONE: 869 and 856. STUDIO ADDRESS: Scott St. TRANSMITTER LOCATION: Laurium. TIME ON THE AIR: 11:30 a.m. to 7:00 p.m. NEWS SERVICE: Associated Press and local news. NEWSPAPER AFFILIATIONS: The Daily Morning Gazette, The Calumet News. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

PERSONNEL

President ..... A. L. Burgan
General Manager ..... John W. Rice
Commercial Manager ..... Robt. Morrison
Advertising Manager .. J. W. Rice
Chief Announcer ..... Robt. Morrison
Sales Manager ..... L. M. Deinmer
Publicity Director ..... L. M. Deinmer
Musical Director ..... Al Payn
Chief Engineer ..... Wm. Jackson

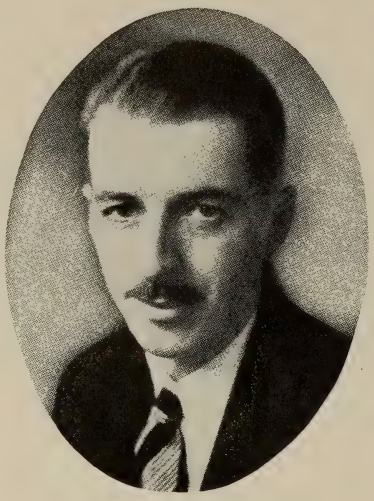
POLICIES

Accepts beer and liquor ads (under new management); all restrictions are lifted.

Run daily programs of WHDF in the morning in the Gazette and in the evening in the News, also free newspaper publicity and mats if the contract warrants such cooperation.

REPRESENTATIVE

Small, Brewer, Inc., Chicago.



CKLW

Opens

Chicago Office

with

GEORGE ROESLER

in charge

●

LOCAL and National spot business on CKLW increased so markedly during 1937 the management decided to open a branch office in Chicago as a further service to agencies and advertisers.

EFFECTIVE immediately George Roesler, well-known figure in the world of radio, takes charge of the Chicago office. Complete information regarding CKLW and the Fourth Market is now as close as your telephone.

Chicago Address

360 North Michigan Avenue

Telephone Central 0605

FRANK RYAN, *Vice President & Managing Director*

WJBK

"TWENTY-FOUR HOUR STATION"

DETROIT—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: James F. Hopkins, Inc. OPERATED BY: James F. Hopkins, Inc. BUSINESS ADDRESS: 6559 Hamilton. PHONE: Trinity 2-2000. STUDIO ADDRESS: 6559 Hamilton. TRANSMITTER LOCATION: 12897 Woodward Ave. TIME ON THE AIR: 24 hours per day. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Music, Standard Popular Library, NAB (Public Domain).

PERSONNEL

President.....James F. Hopkins
Commercial Manager.....Paul Y. Clark
Chief Announcer.....Angus Pfaff
Station Manager.....James F. Hopkins
Publicity Director.....Bob Longwell
Musical Director.....Sybil Krieghoff
Chief Engineer.....Paul Frinke

POLICIES

No liquor advertising before 10:00 P.M. Extensive foreign hours.

REPRESENTATIVE

Howard H. Wilson Co.

♦

WJR

"GOODWILL STATION"

DETROIT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 750 Kc. POWER: 50,000 watts. OWNED BY: WJR Goodwill Station. OPERATED BY: WJR Goodwill Station. BUSINESS ADDRESS: Fisher Bldg. PHONE: Madison 4440. STUDIO ADDRESS: Fisher Bldg. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NAB Library.

PERSONNEL

President.....G. A. Richards
General Manager.....Leo Fitzpatrick
Artists Bureau Head.....Norman White
Chief Announcer.....Jas. Stevenson
Sales Manager.....Owen Uridge
Publicity Director.....Neal Tomy
Musical Director.....Sam Beenrie
Chief Engineer.....A. Friedenthal

POLICIES

Do not handle foreign programs. No other special restrictions.

REPRESENTATIVE

Edward Petry & Co.

WMBC

"THE HOME STATION"

DETROIT—EST. 1925

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Mich. Broadcasting Co. OPERATED BY: Mich. Broadcasting Co. BUSINESS ADDRESS: 7310 Woodward. PHONE: Madison 9100. STUDIO ADDRESS: 7310 Woodward. TRANSMITTER LOCATION: 7310 Woodward. TIME ON THE AIR: 6:45 a.m. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Usual Facilities.

PERSONNEL

President.....E. J. Hunt
Commercial Manager.....H. M. Steed
Chief Announcer.....Wm. Jory
Station Manager.....H. M. Steed
Sales Manager.....H. M. Steed
Publicity Director.....Wm. Jory
Musical Director.....John Skalski
Chief Engineer.....Edw. Clark

POLICIES

Broadcast foreign language accounts. Liquor advertisements accepted after 10 p.m.

Merchandising department to render service when desired.

♦

WWJ

DETROIT—EST. 1920

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 920 Kc. POWER: 5,000 Watts. OWNED BY: Evening News Assn. OPERATED BY: Same. BUSINESS ADDRESS: 630 W. Lafayette. PHONE: Randolph 2000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 8 Miles and Meyer Rds. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: The Detroit News. NEWS SERVICE: United Press.

PERSONNEL

Station Manager.....W. J. Scripps
Sales Manager.....Harry Bannister
Musical Director.....Mischa Kottler
Chief Engineer.....Walter Hoffman

POLICIES

Does not accept liquor advertising except light wines and beer; no foreign language accounts; no medicinal advertising.

REPRESENTATIVE

Craig & Hollingbery, Inc.

♦

WXYZ

"THE FAMILY STATION"

DETROIT—EST. 1930

NBC (BLUE)—CBC—(KEY STATION MICHIGAN RADIO NETWORK)

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 300 Madison Theatre Bldg. PHONE:

PBX Cherry 8321. STUDIO ADDRESS: Atop Maccabees Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press-Radio News Service, also local news from Detroit Free Press, Detroit Times and Detroit Saturday. TRANSCRIPTION SERVICE: Has wide range of transcription library.

PERSONNEL

President.....George W. Trendle
General Manager.....H. Allen Campbell
Station Manager.....Russel Neff
Promotion and Advertising Manager, Chas. C. Hicks
Artists Bureau Head.....Russell Wood
Chief Announcer.....Al Chance
Sales Manager.....Arch Shawd
Publicity Director.....Felix Holt
Musical Director.....Benny Kyte
Chief Engineer.....Lynn Smeby

POLICIES

No liquor advertising accepted except under approval of Michigan State Liquor Commission, and not to be broadcast before 9:00 P.M. No foreign language broadcasts accepted. All copy for all programs, commercial and sustaining must be submitted in advance of broadcasting time for approval by WXYZ's management.

Merchandising: Station claims the most effective and highly praised Merchandising Service ever offered by any broadcaster. A department of specially trained men who contact dealers and jobbers—take initial orders for goods, arrange for placing of displays and advertising, and constantly survey progress of advertised goods as regards sales volume and competitive products.

REPRESENTATIVE

Paul H. Raymer Co.

♦

WKAR

EAST LANSING—EST. 1922

FREQUENCY: 850 Kc. POWER: 1000 watts. OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113, Ext. 398. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 6:30 a.m. to 5:00 p.m. except Sunday. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

Station Manager.....Robert J. Coleman
Chief Engineer.....Norris Grover

POLICIES

An educational station—Policy is no advertising, no politics, and no religion.

1938

Is a Good Year for WWJ Advertisers

Among many fundamental reasons why 1938 is proving to be a good year for WWJ advertisers in Detroit are:



During 1937 industrial leaders in Detroit actively participated in an expansion program involving expenditures of $100,000,000

Detroit, Wayne County, Michigan, is America's third market, measured by both payroll and personnel employed.

Detroit's 3.67%* of the National payroll in business and industry is considerably higher in proportion to the number of people employed than that for any other major city except New York, indicating a high wage scale for this city's industrial workers.

WWJ is Detroit's favorite radio station. Actual survey reveals that 39% of the homes of the city prefer WWJ to any other station in this important market!

WWJ

National Representatives

CRAIG & HOLLINGBERY, INC.

New York : Chicago : Detroit : Kansas City
San Francisco : Jacksonville

*1935 U. S. Census of Business, published in June, 1937.

WFDF

FLINT—EST. 1922

MICHIGAN RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Flint Broadcasting Co. OPERATED BY: Flint Broadcasting Co. BUSINESS ADDRESS: Union Industrial Bldg. PHONE: 2-7158. STUDIO ADDRESS: Union Industrial Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 6:00 a.m. to 12:00 midnight, (Sunday) 9:00 a.m. to 12:00 midnight. NEWS SERVICES: United Press and WFDF News Bureau (local). TRANSCRIPTION SERVICE: N.B.C. Thesaurus, Standard Radio Library.

PERSONNEL

Station Manager.....Howard M. Loeb
Commercial Manager.....F. S. Loeb
Chief Announcer.....Adrian R. Cooper
Publicity Director.....R. V. Osgood
Musical Director.....William Geyer
Chief Engineer.....Frank D. Fallain

POLICIES

Station accepts no hard-liquor advertising or foreign language accounts. All advertising scrutinized for conformity with laws and regulations of Federal Trade Commission, Pure Food and Drugs Administration, Post Office Dept., and Federal Communications Commission.

Complete merchandising service is available only to advertisers using programs (i.e. not to announcement buyers). There is no charge for the service, except where indicated.

Advance plugs. 50-word announcements given several days preceding start of program series.

Listing of program titles in newspapers totalling over 100,000 circulation weekly.

Listing of sponsor's program title and name in WFDF's daily resume of programs.

Use of WFDF's studios (capacity 75 persons) for dealers' sales meetings, with "pep" addresses by WFDF sales executives, when desired.

Preparing, writing and mailing of letters to dealers or consumers (this service performed at cost).

♦

WOOD-WASH

"THIS IS GRAND RAPIDS"

GRAND RAPIDS—EST.

NBC (RED & BLUE) MICHIGAN RADIO NETWORK

FREQUENCY: 1270 Kc. POWER: 500 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: King-Trendle Broadcasting Corp. BUSINESS ADDRESS: 16th floor g. r., National Bank Bldg. PHONE: 9-4211. STUDIO ADDRESS: 16th floor, g. r. National Bank Bldg. TRANSMITTER LOCATION: Lake Michigan Drive. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press from Michigan Network, Press Radio Bureau. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Program Service.

PERSONNEL

President.....George W. Trendle
Traffic Manager.....David H. Harris
Station Manager.....Stanley W. Barnett
Sales Manager.....Stanley W. Barnett
Publicity Director.....T. Wilcox Putnam
Musical Director.....Sandy Meek
Chief Engineer.....Lynne C. Smeby

POLICIES

Good taste and public confidence are the bases for all copy and programs—including liquor. No foreign languages accepted.

Merchandising includes theatre trailers—shown at eight local theatres—on all programs featuring big names.

REPRESENTATIVE

Wm. Rambeau Company

♦

WJMS

"VOICE OF THE GOGEBIC RANGE"

IRONWOOD—EST. 1931

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: WJMR, Inc. OPERATED BY: WJMS, Inc. BUSINESS ADDRESS: St. James Hotel Annex. PHONE: 20. STUDIO ADDRESS: St. James Hotel Annex. TRANSMITTER LOCATION: North of Ironwood on U. S. No. 2 near Douglas Blvd. TIME ON THE AIR: Unlimited time; regular schedule 7:30 A.M. to 7:30 P.M. NEW SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus and Star Radio.

PERSONNEL

President.....Wm. L. Johnson
General Manager.....Noel C. Ruddell
(Directs also Advertising & Publicity.)
Program Director.....Harry Wills
Chief Engineer.....R. L. Johnson
Sports & News.....Dick Hasbrook

POLICIES

Liquor, beer and wine advertising accepted, but copy material must not urge its use or be objectionable as to claims; must meet with approval of station. Foreign language programs accepted as there is large foreign element in this area.

Reasonable merchandising assistance is rendered in proportion to the size of the schedule. Sponsored news periods and exchange of courtesies with Duluth News and Tribune.

REPRESENTATIVE

Mitchell & Ruddell, Inc., for Chicago, N. Y., St. Louis and Kansas City

WIBM

JACKSON—EST. 1925

MICHIGAN RADIO NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WIBM, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 306 W. Michigan Ave. PHONE: 6121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President .....Herman Radner
Station Manager.....Roy Radner
Artists Bureau Head.....Willie Dunn
Chief Announcer.....Larry Payne
Publicity Director.....Walter H. Johnson
Musical Director.....William Cizek
Chief Engineer.....C. W. Wirtanen

POLICIES

No stated special policies.

♦

WKZO

KALAMAZOO—EST. 1923

MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 Watts. OWNED BY: WKZO, Inc. OPERATED BY: WKZO, Inc. BUSINESS ADDRESS: Burdick Hotel. PHONE: Kalamazoo 3-1223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kalamazoo. TIME ON THE AIR: Daytime (C.P. granted for unlimited time). TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President-General Manager.....J. E. Fetzer
Sales Manager.....Guy Stewart

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Howard H. Wilson Co.

♦

WJIM

LANSING—EST. 1934

MICHIGAN RADIO NETWORK—CBC

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harold F. Gross. OPERATED BY: Same. BUSINESS ADDRESS: City Nat'l Bldg. PHONE: 2-1333-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Station Manager .....Harold F. Gross
Publicity Director .....H. K. Finch

POLICIES

All contracts subject to government regulations and station owner's approval.

REPRESENTATIVE

J. J. Devine & Co.

♦

WMPC

"WHERE MANY PREACH CHRIST"

LAPEER—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: The First Methodist Protestant Church of Lapeer. OPERATED BY: The First Methodist Protestant Church of Lapeer. BUSINESS ADDRESS: 81 Liberty. PHONE: 455 J-455 M. STUDIO ADDRESS: 81 Liberty. TRANSMITTER LOCATION: Lapeer. TIME ON THE AIR: 9:00 A.M. to 10:30 P.M. except Saturday.

PERSONNEL

President.....Frank S. Hemingway
Chief Announcer.....Nora Eastman
Station Manager.....Frank S. Hemingway
Musical Director.. .....A. O. Voorheis
Chief Engineer.....H. F. Hayes

POLICIES

Non-commercial.

♦

WBEO

MARQUETTE—EST. 1931

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: The Lake Superior Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Mining Journal Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marquette. TIME ON THE AIR: Part time. NEWSPAPER AFFILIATION: The Daily Mining Journal.

PERSONNEL

Secretary-Treasurer and Advertising Manager, Leo G. Brott
Musical and Program Director....Merril Trapp
Chief Operator.....Gordon Brozek

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

J. J. Devine & Associates

♦

WKBZ

"THE FRIENDLY VOICE OF WESTERN MICHIGAN"

MUSKEGON—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts. n. OWNED BY: K. L. Ashbacker. OPERATED BY: Grant F. Ashbacker. BUSINESS ADDRESS: Michigan Theater Bldg. PHONE: 26-051. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Creston Ave. at City Limits. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press.

MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President .....K. L. Ashbacker
Commercial Manager .....G. F. Ashbacker
Artists' Bureau Head .....R. Van Wyck
Chief Announcer .....R. Van Wyck
Station Manager .....Grant F. Ashbacker
Publicity Director .....B. Wilson
Musical Director .....R. Van Wyck
Chief Engineer .....Geo. Krivitzky

POLICIES

No liquor advertising. Beer only.

Maintains complete merchandising department.

REPRESENTATIVE

J. J. Devine & Associates

♦

WHAL*

SAGINAW—EST. 1937

FREQUENCY: 950 Kc. POWER: 500 Watts. OWNED BY: Harold F. Gross and Edmund C. Shields. OPERATED BY: Harold F. Gross and Edmund C. Shields. BUSINESS ADDRESS: Saginaw. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

*Operating under C.P. issued by FCC, at time of going to press.

♦

WEXL

ROYAL OAK—EST. 1925

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: Royal Oak Broadcasting Co. OPERATED BY: Royal Oak Broadcasting Co. BUSINESS ADDRESS: Royal Oak. PHONE: Elmhurst 6524. STUDIO ADDRESS: 212 W. 6th St. TRANSMITTER LOCATION: 212 W. 6th St. TIME ON THE AIR: 8:00 A.M. to 4:00 A.M. NEWS SERVICE: International News Service.

PERSONNEL

President .....G. B. Hartrick
Commercial Manager.....E. C. Thompson
Chief Announcer.....K. Knight
Station Manager.....E. C. Thompson
Sales Manager.....E. C. Thompson
Publicity Director.....K. Knight
Chief Engineer.....J. McFarland

POLICIES

No liquor—no patent medicines, laxatives or medicinal remedies.

MINNESOTA

Population 2,652,000

Number of Families 624,410 — Number of Radio Homes 608,690

Retail Sales $820,010,000 — Auto Registrations 783,627

KATE

"GATEWAY TO TEN THOUSAND LAKES COUNTRY"

ALBERT LEA—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Albert Lea-Austin Broadcasting Co. OPERATED BY: Mr. E. L. Hayek. BUSINESS ADDRESS: 332 South Broadway. PHONE: 2338. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Radio Transcription Co. of Amer., World Broadcasting Co. & Standard Radio.

PERSONNEL

President .....E. L. Hayek
Commercial Manager .....E. L. Hayek
Advertising Manager .....Roland E. Olson
Chief Announcer .....George B. Russell
Station Manager .....E. L. Hayek
Sales Manager .....Roland E. Olson
Publicity Director .....Dorothy Hogg
Musical Director .....Peggy Lee
Chief Engineer .....George Church

POLICIES

No liquor advertising except beer permitted. Foreign language accounts accepted.

Maintains merchandising aids through special programs, exploiting and featuring merchandise.

♦

KDAL

"FIRST ON YOUR DIAL"

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Red River Broadcasting Co. OPERATED BY: Red River Broadcasting Co. BUSINESS ADDRESS: Bradley Bldg. PHONE:

Melrose 2230. STUDIO ADDRESS: Bradley Bldg. TRANSMITTER LOCATION: Park Point. TIME ON THE AIR: 6:30 a.m. to 11:00 p.m. NEWS SERVICE: Transradio Press - Radio Bureau. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Commercial Manager.....A. H. Flaten
Merchandising Manager.....Darrell Bandy
Station Manager.....Dalton LeMasurier
Publicity Director.....Sam L. Levitan
Chief Engineer.....Robert A. Dettman
Program Director.....Gilbert Fawcett

POLICIES

Beer and Wine advertising accepted. Foreign language broadcasts subject to approval by station management.

Merchandising department affords surveys, market data, buyer contacts and merchandising suggestions. Children's theater parties staged at local theater for exploiting various commercial programs.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

WEBC

DULUTH—EST. 1924

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Head of Lakes Broadcasting Co. OPERATED BY: Head of Lakes Broadcasting Co. BUSINESS ADDRESS: Spalding Hotel, Duluth; Androy Hotel, Hibbing. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Superior, Wisc. TIME ON THE AIR: Unlimited: Sunday, 16 hours per day; week days, 17 hours per day. NEWSPAPER AFFILIATION: Stockholders interested in newspapers in Minnesota. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

General Manager.....Walter C. Bridges
Business Manager.....Thomas W. Gavin

POLICIES

Advertising of hard liquor accepted after 10:30 P.M.

REPRESENTATIVES

Craig & Hollingbery
Pacific Coast—Walter Biddick Co.

♦

KGDE

"LAKE REGION STATION"

FERGUS FALLS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. L. Jaren. OPERATED BY: Same. BUSINESS ADDRESS: Fergus Falls. PHONE: 898. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. TRANSCRIPTION SERVICE: Radio Bands, Inc. (others as needed). MAINTAINS ARTISTS' BUREAU.

PERSONNEL

Commercial Manager .....C. L. Jaren
Artists' Bureau Head .....Hub Warner
Station Manager .....C. L. Jaren
Musical Director .....Hub Warner

POLICIES

Station reserves right to cancel all programs of objectionable character; to re-schedule any commercial period subject to immediate cancellation if not acceptable to advertiser.

Displays to tie-in with programs, contacting retail outlets for cooperation with programs, cooperation in distribution of product.

REPRESENTATIVE

J. J. Devine & Associates

♦

WMFG

HIBBING—EST. 1935

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Head of the Lakes Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Androy Hotel. PHONE: 1150. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Superior (Wis.) Telegram. NEWS SERVICE: Press Radio News.

PERSONNEL

President .....Morgan Murphy
Commercial Manager .....H. S. Hyett
Chief Announcer .....Kenneth Fagerlin
Station Manager .....H. S. Hyett
Chief Engineer .....C. B. Persons

POLICIES

Liquor advertising after 9 P.M. and in programs only.

Extends full merchandising cooperation.

REPRESENTATIVE

Craig & Hollingbery, Inc.

♦

KYSM *

MANKATO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: F. B. Clements & Co. OPERATED BY: Southern Minnesota Supply Co. BUSINESS ADDRESS: Mankato. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mankato. TIME ON THE AIR: Unlimited.

* Operating under a C. P. at time of going to press.

WCCO

"NORTHWEST'S MOST POWERFUL RADIO STATION"

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 810 Kc. POWER: 50,000 watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: Nicollet Hotel. PHONE: Main 1202 (Minneapolis), Cedar 7666 (St. Paul). STUDIO ADDRESS: Nicollet Hotel. TRANSMITTER LOCATION: Anoka, Minn. TIME ON THE AIR: 6:00 a.m. to midnight. MAINTAINS ARTISTS BUREAU. NEWSPAPER AFFILIATIONS: Minneapolis Star. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Full facilities.

PERSONNEL

General Mgr.....E. H. Gammons
Artists Bureau Head.....Al Sheehan
Station Manager.....E. H. Gammons
Publicity Director.....Arthur H. Lund
Chief Engineer.....Hugh S. McCartney

POLICIES

No liquor—No foreign languages—No laxatives—Beer after 10:30 p.m. only—See also CBS policies.

Special publicity arrangement with the Minneapolis Star. Food and drug accounts receive special advertisements in Northwestern Druggist or Grocers Commercial Bulletin trade magazines. Other special services available.

REPRESENTATIVE

Radio Sales, Inc.

♦

WDGY

"THE MUSICAL STATION"

MINNEAPOLIS-ST. PAUL—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1180 Kc. POWER: 5000 watts. OWNED BY: Geo. W. Young. OPERATED BY: Geo. W. Young. BUSINESS ADDRESS: 909 W. Broadway. PHONE: Cherry 3377-8-9, Midway 6363. STUDIO ADDRESS: 909 W. Broadway. TRANSMITTER LOCATION: Wazata Blvd. TIME ON THE AIR: 6:00 a.m. to 8:15 p.m. MAINTAINS ARTISTS BUREAU. NEWS SERVICES: Trans-radio news service, Gertrude Lewis, special correspondents in 9 cities on Women's News. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth, NAB Library.

PERSONNEL

President.....Geo. W. Young
Station Manager.....Edw. P. Shurick
Artists Bureau Head.....M. Pettrick
Chief Announcer.....Dick Day
Sales Manager.....Edw. P. Shurick
Publicity Director.....Paul Presbrey
Chief Engineer.....Meredith Lowe

POLICIES

No liquor programs on Sunday.

Complete merchandising service under direction merchandising manager.

REPRESENTATIVE

Howard H. Wilson Co.

(Chicago, New York, Kansas City)

♦

WLB

MINNEAPOLIS

FREQUENCY: 1250 Kc. POWER: 1000 Watts (Construction Permit for 5000 watts). OWNED BY: University of Minnesota. OPERATED BY: University of Minnesota. BUSINESS ADDRESS: Minneapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

POLICIES

Station does not sell time.

♦

WTCN

ST. PAUL-MINNEAPOLIS EST. 1928

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1250 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Minneapolis-St. Paul Dispatch Pioneer Press. OPERATED BY: Same. BUSINESS ADDRESS: Wesley Temple Bldg. PHONE: Main 6562. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Snelling Ave., County Rd. B. NEWSPAPER AFFILIATION: Minneapolis-St. Paul Dispatch. NEWS SERVICES: International News Service, Associated Press (non-commercial). TRANSCRIPTION SERVICE: Associated Music Library.

PERSONNEL

President.....L. E. Owens
Commercial Manager.....L. L. Whiting
Station Manager .....C. T. Hagman

POLICIES

Hard liquor advertising accepted only after 9:30 P.M. Restrictions on patent medicine advertising.

Merchandising service departments of St. Paul Dispatch, Pioneer Press and Minneapolis Tribune available.

REPRESENTATIVE

Free & Peters

♦

KVOX

"THE VOICE OF THE VALLEY"

MOORHEAD—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KVOX Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Comstock Hotel. PHONE: 1232-1233. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Moorhead. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....R. K. Herbst
Commercial and Station Manager, Manny Marget
Chief Announcer.....Manny Marget
Chief Engineer.....Robert Schulz

POLICIES

All accounts must comply with FCC and FTC requirements.

♦

WCAL

NORTHFIELD—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 Watts. OWNED BY: St. Olaf College. OPERATED BY: Same. BUSINESS ADDRESS: St. Olaf College. PHONE: 731. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

PERSONNEL

Director.....Dr. Martin Hegland
Chief Announcer.....David Johnson
Station Manager.....M. C. Jensen
Musical Director.....O. R. Overby
Chief Engineer.....M. C. Jensen

POLICIES

Non-commercial station.

♦

KROC

"VOICE OF SOUTHERN MINNESOTA"

ROCHESTER—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Southern Minn. Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Rochester. PHONE: 3924-5-2727. STUDIO ADDRESS: Hotel Martin. TRANSMITTER LOCATION: Cascade Township. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Gregory Gentling
Station Manager.....Gregory Gentling
Commercial Manager.....M. M. Jacobs
Artists' Bureau Head.....Gladys Bell
Chief Announcer.....Gerald Wing
Sales Manager.....Gregory Gentling
Publicity Director.....George Morrison
Musical Director.....Peter Lyman
Chief Engineer.....Fred C. Clark

POLICIES

No hard liquor accounts accepted.

Maintains merchandising and publicity department, window decorator tie-in, placards, letters, newspaper advertising, bill boards, etc. with clients' radio advertising.

♦

KFAM*

ST. CLOUD—EST. 1937

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: The Times Publishing Co. OPERATED BY: The Times Publishing Co. BUSINESS ADDRESS: St. Cloud. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited. NEWSPAPER AFFILIATION: St. Cloud Times Journal.

*Operating under C.P. issued by FCC, at time of going to press.

♦

KSTP

"NORTHWEST'S LEADING RADIO STATION"

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)

FREQUENCY: 1460 Kc. POWER: 25,000 watts, d.; 10,000 watts, n. OWNED BY: National Battery Broadcasting Co. OPERATED BY: National Battery Broadcasting Co. BUSINESS ADDRESS: St. Paul Hotel. PHONE: Cedar 5511-St. Paul; Bridgeport 3222-Minneapolis. STUDIO ADDRESS: St. Paul Hotel, Raddisson Hotel. TRANSMITTER LOCATION: Snelling Ave. & County Road C. St. Paul. TIME ON THE AIR: 6:00 a.m. to 1:00 a.m. daily), 6:00 a.m. to 2:00 a.m. (Saturday), 7:00 a.m. to 1:00 a.m. (Sunday). NEWSPAPER AFFILIATIONS: Minneapolis Journal. NEWS SERVICE: United Press, Radio News Assoc.

MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, NAB Library & Standard Radio.

PERSONNEL

President.....Stanley E. Hubbard
Artists Bureau Head.....Violet Murphy
Station Manager.....Kenneth M. Hance
Sales Manager.....Ray C. Jenkins
Program Director.....Corrine Jordan
Publicity Director.....Joe Meyers
Musical Director.....Leonard Leigh
Chief Engineer.....Hector Skifter

POLICIES

No hard liquor before 10:30 p.m.

Advertising will not be accepted which is misleading, repulsive or suggestive or which attacks the integrity of persons, institutions or merchandise.

Station maintains Sales Promotion and Merchandising staff available to program advertisers, for mail publicity campaigns, special market surveys, poster campaigns (tying up program with retail outlets), and, distribution and sampling service, within the station's trading area. Station publishes Standard Market Data (annual) which contains general market information for its trading area. Station supplies temporary headquarters in St. Paul and Minneapolis for sales and advertising executives and offers complete audition facilities.

REPRESENTATIVE

Paul Raymer & Co.

♦

WMIN

"VOICE OF MINNESOTA"

ST. PAUL & MINNEAPOLIS
EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WMIN Broadcasting Co. OPERATED BY: WMIN Broadcasting Co. BUSINESS ADDRESS: St. Anthony & Syndicate. PHONE: Nestor 6501, St. Paul; Atlantic 6293, Minneapolis. STUDIO ADDRESS: St. Anthony & Syndicate, St. Paul; 200 Hodgson Bldg., Minneapolis. TRANSMITTER LOCATION: St. Anthony & Syndicate, St. Paul. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICES: International News Service, Universal News Service. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio.

PERSONNEL

President.....Edward Hoffman
Program Director.....Frank Devaney
Station Manager.....Edward Hoffman
Musical Director.....Marjorie Garretson
Chief Engineer.....Mat Walz

POLICIES

No stated special program policies.

Merchandising: Free lamp daily for best poem submitted on furniture store program; free typewriter for best essay submitted on typewriter company program; free recipes on Woman's Outlook upon request. Samples of perfume by perfume company. All club and organization activities mailed to Market are read on their program at no cost.

♦

WHLB

"ARROWHEAD'S QUEEN CITY"

VIRGINIA—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Head of the Lakes B/C Co. OPERATED BY: Head of the Lakes B/C Co. BUSINESS ADDRESS: Virginia. PHONE: 2000. STUDIO ADDRESS: Virginia. TRANSMITTER LOCATION: Virginia. TIME ON THE AIR: 6:45 a.m. to 11:00 p.m. NEWS SERVICE: United Press, Press-Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....W. C. Bridges
Commercial Manager.....Barney Irwin
Chief Announcer.....Gleason Kistler
Station Manager.....Harry Hyett
Chief Engineer.....Chas. Persons

POLICIES

No stated special policies, restriction or merchandising features.

♦

KWNO

WINONA—EST. 1938

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Winona Radio Service. OPERATED BY: Winona Radio Service. BUSINESS ADDRESS: 216 Center St. PHONE: 4321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 831 Sarnia St. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: Winona Republican-Herald. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....M. H. White
Station-General Manager.....A. E. Mickel
Sales Manager.....L. L. McCurnin
Chief Engineer.....Maurice Reutter

POLICIES

Does not accept liquor advertising, excepting beer.

Merchandising service department is available to advertisers.

MISSISSIPPI

Population 2,023,000

Number of Families 471,360 Number of Radio Homes 190,970

Retail Sales $178,348,000 Auto Registrations 205,890

WGRM

"VOICE OF NORTH MISSISSIPPI"

GRENADA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: P. K. Ewing. OPERATED BY: P. K. Ewing. BUSINESS ADDRESS: McCaslin Bldg. PHONE: 222 & 665. STUDIO ADDRESS: McCaslin Bldg. TRANSMITTER LOCATION: Fair Grounds 1½ miles south of Grenada. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. (daily); 9:00 A.M. to 8:00 P.M. (Sunday). NEWS SERVICE: Transradio Press, Radio News Association.

PERSONNEL

President .....P. K. Ewing, Sr.
Commercial Manager .....P. K. Ewing, Jr.
Chief Announcer .....Vernon Smith
Station Manager.....P. K. Ewing, Jr.
Chief Engineer .....Fred James

POLICIES

Beer advertising accepted. No whiskey advertising permitted.

Merchandising department contacts all local outlets for national advertisers, and assists in decorating windows, etc.

REPRESENTATIVE

J. J. Devine Assoc.

♦

WFOR

"THE VOICE OF SOUTH MISSISSIPPI"

HATTIESBURG—EST. 1928

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Forrest Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 109 Walnut St. PHONE: 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Road. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service.

PERSONNEL

President .....C. J. Wright
Commercial Manager .....C. J. Wright
Station Manager .....C. J. Wright
Chief Engineer .....C. H. Dyess

POLICIES

Does not accept liquor advertising.
Maintains a merchandising service.

REPRESENTATIVE

J. J. Devine & Assoc.

♦

WJDX

"THE VOICE OF MISSISSIPPI"

JACKSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY:1270 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Lamar Life Insurance Co. OPERATED BY: Lamar Life Insurance Co. BUSINESS ADDRESS: Lamar Life Bldg. PHONE: (Studio) 7416; Adv. Dept.) 7415; (Transmitter) 6400-J. STUDIO ADDRESS: Lamar Life Bldg. TRANSMITTER LOCATION: Highway No. 51. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 10:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....P. K. Lutken
Station Manager.....Wiley P. Harris
Commercial Manager .....C. A. Lacy, Jr.
Advertising Manager .....C. A. Lacy, Jr.
Chief Announcer.....Maurice Thompson
Sales Manager.....Frank Gentry
Publicity Director.....Jack Simpson
Musical Director.....Maurice Thompson
Chief Engineer.....P. G. Root

POLICIES

Only beer and light wines can be legally advertised in state.

Various types merchandising service provided clients at cost.

REPRESENTATIVE

Craig & Hollingbery

WHEF

"VOICE OF FRIENDLY SERVICE"

JACKSON & KOSCIUSKO—EST. 1933

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Attala Broadcasting Corp. OPERATED BY: J. E. Richards & Roy Heidelberg. BUSINESS ADDRESS: Heidelberg Hotel. PHONE: 7566-173. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Attala County. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Roy L. Heidelberg
Commercial Manager.....Jack Richards
Artists Bureau Head.....Ralph Rogers
Chief Announcer.....Chuck Young
Station Manager.....Jack Richards
Publicity Director.....Ralph Rogers
Musical Director.....Nell Shaw
Chief Engineer.....C. F. Perkins

POLICIES

No stated special program restrictions.

Merchandising through window displays and direct contact for sponsor if account warrants.

REPRESENTATIVE

J. J. Devine & Associates

♦

WAML

LAUREL—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: New Laurel Radio Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Central Ave. PHONE: 288. STUDIO ADDRESS: 312½ Central Ave. TRANSMITTER LOCATION: Washington Road. TIME ON THE AIR: 7:00 A.M. to 7:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President .....D. A. Matison
Commercial Manager .....H. M. Smith
Station Manager .....R. V. DeGruy
Musical Director .....Walter Kuchler
Chief Engineer .....A. A. Touchstone

POLICIES

Does not accept wine and liquor advertising. Beer accounts are accepted.

REPRESENTATIVE

J. J. Devine & Associates

WCOC

"DOWN IN OLD MAGNOLIA STATE"

MERIDIAN—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Mississippi Broadcasting Co., Inc. OPERATED BY: Mississippi Broadcasting Co., Inc. BUSINESS ADDRESS: Box 607. PHONE: 1042. STUDIO ADDRESS: Strand Bldg. TRANSMITTER LOCATION: Highway 45. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Press Radio and local news. MAINTAINS ARTISTS BUREAU.

PERSONNEL

General Manager.....D. W. Gavin

POLICIES

Liquor advertising not legal in Mississippi. Carries beer advertising.

Station prepared to handle any merchandising or special exploitation campaigns desired by sponsors.

♦

WGCM

MISSISSIPPI CITY-(BILOXI-GULFPORT)—EST. 1929

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WGCM, Inc. OPERATED BY: WGCM, Inc. BUSINESS ADDRESS: Gulfport, Box 207, Biloxi, Buena Vista Hotel. PHONE: Gulfport 1111. (Main) STUDIO ADDRESS: Great Southern Golf Club, Mississippi City. TRANSMITTER LOCATION: Mississippi City. TIME ON THE AIR: Sunday, 8:00 A.M. to 10:00 P.M.; week days, 7:00 A.M. to 12:00 midnight.

PERSONNEL

General Manager.....F. C. Ewing
Program Manager.....Gary Storm
Chief Engineer.....C. E. Davidson

♦

WQBC

VICKSBURG

FREQUENCY: 1360 Kc. POWER: 1000 Watts. OWNED BY: Delta Broadcasting Co., Inc. OPERATED BY: Delta Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Vicksburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Vicksburg. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: The Vicksburg Evening Post. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

PERSONNEL

President.....L. P. Cashman
Station Director.....O. W. Jones
Chief Engineer.....C. E. Drake

MISSOURI

Population 3,989,000

Number of Families 1,025,650 — Number of Radio Homes 806,800

Retail Sales $946,125,000 — Auto Registrations 809,615

KFVS

CAPE GIRARDEAU—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Oscar C. Hirsch. OPERATED BY: Same. BUSINESS ADDRESS: Box 275. PHONE: 2104-5. STUDIO ADDRESS: Hotel Marquette. TRANSMITTER LOCATION: 3½ miles N.W. of Girardeau. TIME ON THE AIR: Operates on part time basis. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President-General Manager...Oscar C. Hirsch
Musical Director.....Virginia Bahn
Chief Engineer.....R. L. Hirsch

♦

KFRU

"IN THE HEART OF MISSOURI"

COLUMBIA—EST. 1924

FREQUENCY: 630 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Star-Times Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 9th & Elm Sts. PHONE: 4141-2. STUDIO ADDRESS: 9th & Elm Sts. TRANSMITTER LOCATION: Campus Stephens College. TIME ON THE AIR: 6:00 A.M. to L. S. (Share night with WGBF.) NEWSPAPER AF-

KMBC

A Dramatic Success Story

KMBC STARS

...a story headed "Achievement" in new program standards for radio...recorded in welcome black on the ledgers of advertisers...written by an alert staff of quick-thinking people...a story whose sequel is showmanship and modern merchandising. A "best seller" with two million loyal listeners in the KMBC Market, and on leading stations of the country!

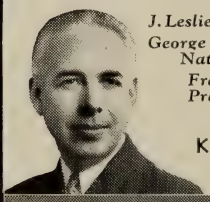
"TEX OWENS" — Six years with same sponsor

"LIFE ON RED HORSE RANCH" — Two successful sponsorships

"TEXAS RANGERS" — CBS network Sunday mornings

"PHENOM-ENON" — With Hugh Conrad, Claude Rains; nationally syndicated

"ACROSS THE BREAKFAST TABLE" — Now on the air for Ivory (P & G)



J. Leslie Fox, Director of Sales
George E. Halley, Director Nat'l Program Sales
Fran Heyser, Production Director

KMBC SUCCESS STORY AUTHOR
ARTHUR B. CHURCH, Pres.

KMBC OF KANSAS CITY
The Program BUILDING and TESTING Station

FILIATION: Star-Times Pub. Co. (St. Louis). NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio, NBS Thesaurus.

PERSONNEL

President.....Elzey Roberts
Commercial Manager.....Walter Weiler
Artists Bureau Head.....Wm. Haley, Jr.
Station Manager.....C. L. Thomas
Program Manager.....George Guyan
Publicity Director.....George Guyan
Musical Director.....David Frederick
Chief Engineer.....A. F. Rekart

POLICIES

Do not accept hard liquor.

REPRESENTATIVE

Gene Furgason & Company

♦

KWOS

JEFFERSON CITY—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: News-Tribune. OPERATED BY: News-Tribune. BUSINESS ADDRESS: 210 Monroe St. PHONE: 4000-1. STUDIO ADDRESS: 400 E. Capitol Ave. TRANSMITTER LOCATION: St. Mary's Blvd. TIME ON THE AIR: 6:30 a.m. to local sunset. NEWSPAPER AFFILIATION: News-Tribune. NEWS SERVICES: Associated Press (non-Commercial) and United Press. TRANSCRIPTION SERVICES: Standard Radio and NBC Thesaurus.

PERSONNEL

President.....R. C. Goshorn
Chief Announcer.....Randall Jessee
Station Manager.....Ben T. Weaver
Chief Engineer.....J. C. Haynes, Jr.

POLICIES

No stated special program policies.

REPRESENTATIVE

Weed & Company

♦

WMBH

JOPLIN—EST. 1927

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Joplin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 401 Main St. PHONE: 330-1-2. STUDIO ADDRESS: 401 Main St. TRANSMITTER LOCATION: 1334 Roosevelt. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....D. J. Poynor
Station Manager.....D. J. Poynor
Chief Announcer.....J. Chas. McIntire
Assistant Manager.....V. Rue
Sales Manager.....W. H. Clark
Chief Engineer.....R. J. Stark
Program Director.....Stell Lukens

POLICIES

Liquor advertising accepted after 9:30 P.M. only. Has carried no foreign language programs.

♦

KCMO

"KANSAS CITY, MISSOURI"

KANSAS CITY—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: KCMO Broadcasting Co. OPERATED BY: KCMO Broadcasting Co. BUSINESS ADDRESS: Commerce Trust Bldg. PHONE: VI-2647. STUDIO ADDRESS: Commerce Trust Bldg. TRANSMITTER LOCATION: Commerce Trust Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

PERSONNEL

President.....T. L. Evans
Commercial Manager.....A. F. Schleicher
Station Manager.....Larry Sherwood
Advertising Manager.....Larry Sherwood
Artists Bureau Head.....Robert Levy
Chief Announcer.....Moreland Murphy
Sales Manager.....A. F. Schleicher
Publicity Director.....Robert Grey
Musical Director.....Bert Buhrman
Chief Engineer.....Loyd Sigmon

POLICIES

No hard liquor advertisements accepted. No foreign language programs accepted unless accompanied by English translation. No program of political philosophy accepted contrary to the Constitution of the United States.

Special merchandising features are given with accounts, consistent with contract and product, at cost.

♦

KMBC

"TO KEEP IN TOUCH WITH THE TIMES, KEEP TUNED TO KMBC"

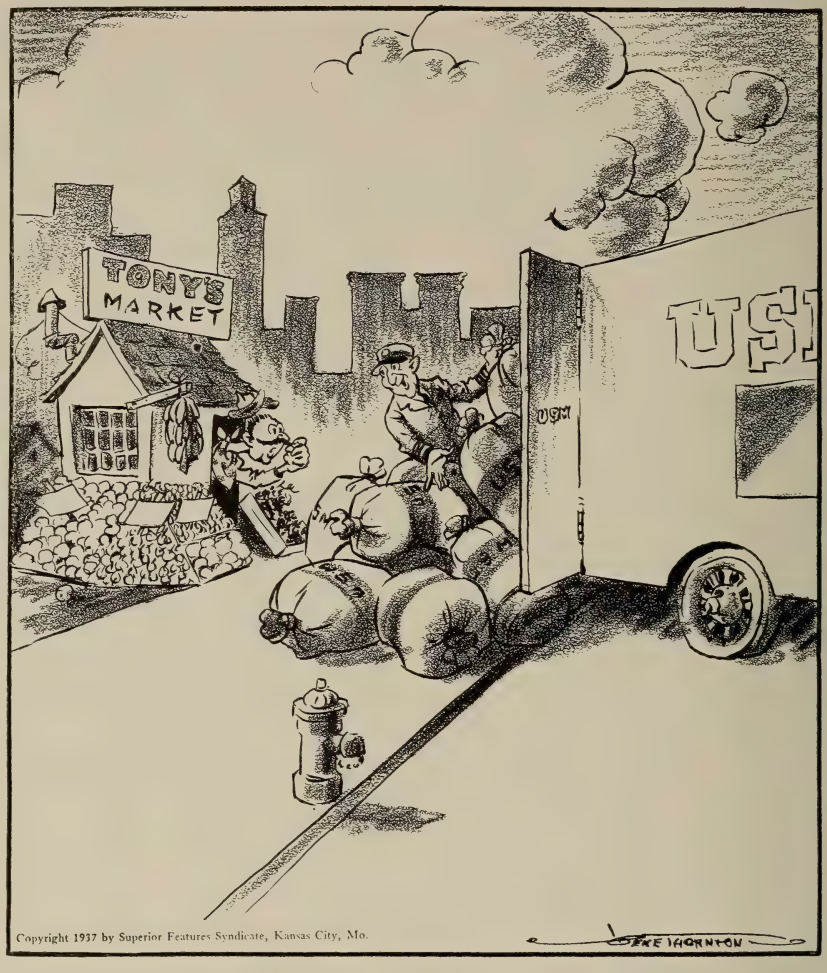
KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 Watts, d.; 1000 Watts n. OWNED BY: Midland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Pickwick Hotel, 10th & McGee St. PHONE: Harrison 2654. STUDIO ADDRESS: Pickwick Hotel, 11th floor. TRANSMITTER LOCATION: 50th & Belinder Road, Johnson County, Kansas. TIME ON THE AIR: 5:55 A.M. to 12:00 midnight. NEWS SERVICES: Transradio Press Service. (The Kansas City bureau of Transradio is operated in connection with KMBC offices.) MAINTAINS AN ARTISTS BUREAU. TRANSCRIPTION SERVICES: World Program Library, NAB Public Domain Library.

PERSONNEL

President.....Arthur B. Church
Commercial Manager.....J. Leslie Fo›



"Here Y'Are, Tony!—The Mail Orders from Your WHB Program"

WHB

. . . KANSAS CITY'S DOMINANT DAYTIME STATION
affiliated with the Mutual Broadcasting System, has the Audience, but no national representatives.

. . . For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to

DON DAVIS, President, or JOHN SCHILLING, Manager, Kansas City, Mo.

Advertising Manager.....M. F. Allison
Artists Bureau Head.....J. W. McConnell
Director of Research.....Mark N. Smith
Production Director.....Fran Heyser
Station Manager .....Arthur B. Church
Sales Manager .....J. Leslie Fox
Director Natl. Program Sales...Geo. E. Halley
Studio Director .....Kenneth Krahl
Publicity Director.....M. F. Allison
Musical Director .....P. Hans Flath
Technical Supervisor .....Ray Moler

POLICIES

No liquor advertising accepted. Beer and wine after 10:00 P.M. No foreign language programs; foreign constituent of radio audience is too small to be worthy of consideration. All programs subject to the approval of the management on the basis of good taste.

Merchandising: Two five-minute spots daily devoted to build-up of coming programs; in addition all unsponsored station breaks are given to publicity department for this purpose. Letters sent to manufacturer's distributors or jobbers in limited quantity. Personal sales calls also made to important buyers. Tire covers on Yellow Cabs also utilized to merchandise some commercials. One man employed for merchandising contacts and work of this nature almost exclusively. On Happy Kitchen and "Good Morning!" Farm Programs merchandising assistance includes a free display advertisement on the Kansas City Star and Kansas City Journal Post radio pages, and surveys with selected wholesale and retail dealers.

REPRESENTATIVE

Free & Peters, Inc.

♦

KXBY

KANSAS CITY—EST. 1934

FREQUENCY: 1530 Kc. POWER: 1000 watts. OWNED BY: First National Television, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Fidelity Bldg. PHONE: HO 5818. STUDIO ADDRESS: Fidelity Bldg. TRANSMITTER LOCATION: 86th & Summit Sts. TIME ON THE AIR: 6:30 A.M. to 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

President.....Richard K. Phelps
Commercial Manager.....H. W. Clifford
Sales Manager.....H. W. Clifford
Chief Engineer.....C. E. Salzer

POLICIES

No special restrictive policies.
Usual merchandising features.

REPRESENTATIVE

Joseph Hershey McGillvra

WDAF

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 610 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Kansas City Star Co. OPERATED BY: Same. BUSINESS ADDRESS: 1729 Grand Ave. PHONE: Harrison 1200. STUDIO ADDRESS: 1729 Grand Ave. TRANSMITTER LOCATION: Johnson County, Kansas. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Kansas City Star. NEWS SERVICE: Associated Press, Press Radio Bureau.

PERSONNEL

Station Manager.....H. Dean Fitzer
Assistant Manager.....V. S. Batton
Sales Manager.....R. Gardner Reames
Musical Director.....Harry J. Kaufmann
Chief Engineer.....Joseph A. Flaherty

POLICIES

No foreign language broadcasts; no liquor or beer accounts.

Merchandising through news releases, etc.

REPRESENTATIVE

Edward Petry & Co.

♦

WHB

"WHERE HEADLINERS BEGIN"

KANSAS CITY—EST. 1922

MUTUAL

FREQUENCY: 860 Kc. POWER: 1000 watts. OWNED BY: Cook Paint & Varnish Co. OPERATED BY: WHB Broadcasting Co. BUSINESS ADDRESS: Scarritt Bldg. PHONE: Harrison 1161. STUDIO ADDRESS: Scarritt Bldg. TRANSMITTER LOCATION: North Kansas City. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Kansas City Journal-Post, Kansas City Daily Drovers' Telegram (farm newspaper). MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Library of 12,000 transcribed and recorded tunes.

PERSONNEL

President.....Donald Dwight Davis
Station Manager.....John T. Schilling
Commercial Manager.....D. D. Davis
Artists Bureau Head.....Charles Lee Adams
Manager, Client Service Department, M. H. Straight
Publicity Director.....Frank Barhydt
Musical Director.....Sol Bobrov
Chief Engineer.....Henry E. Goldenberg

POLICIES

Accept beer accounts. No hard liquor. Foreign language acceptable. Recommend only German, Italian, Spanish, French in this market. Commercial restrictions: No false or misleading claims; no disparagement of competitors nor their products; no lotteries; no appeals for funds (other than generally accepted worthy causes); no testimonials which cannot be authenticated; no advertising matter in bad taste or which station deems injurious or prejudicial to interests of public; commercial copy must not exceed 10½ minutes in hour program, 7½ minutes in three-quarter hour; 5½ minutes in half-hour; 3½ minutes in quarter-hour.

Merchandising features in connection with commercial programs: Station offers "UNIT PLAN" merchandising service which includes:

Classified listings of wholesale and retail outlets.

Mailing campaign on station letterheads (if desired).

Detailed cross section surveys of the retail trade.

Introduction of advertiser's salesmen to key buyers.

Arrangements for window displays.

Distribution of counter displays and cards.

Missionary work with sales outlets on advertising campaign.

Arrangement of auditions.

Station's publicity department publicizes programs through newspaper and trade publications as well as on sustaining broadcasts.

♦

KWOC*

POPLAR BLUFF—EST. 1938

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Don M. Lidenton and A. L. McCarthy. OPERATED BY: Same. BUSINESS ADDRESS: 417 Vine St. PHONE: 1234. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Poplar Bluff. TIME ON THE AIR: 6:00 A.M. to local sunset.

*Operating under C.P. issued by FCC at time of going to press.

♦

KFEQ

ST. JOSEPH—EST. 1924

FREQUENCY: 680 Kc. POWER: 2500 Watts. OWNED BY: KFEQ, Inc. OPERATED BY: KFEQ, Inc. BUSINESS ADDRESS: Schneider Bldg. PHONE: 6-1314. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 5½ miles southeast of St. Joseph. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: St. Joseph News-Press and Gazette. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Barton Pitts
Nat'l Advertising Manager..Glen G. Griswold
Program Director.....Jiggs Miller
Farm Program Director.....C. Earl Williams
Station Manager.....Barton Pitts
Local Advertising Manager....J. Ted Branson
Publicity Director.....J. Ted Branson
Musical Director.....Laurence Parker
Chief Engineer.....J. Wesley Koch

POLICIES

Accepts beer advertising, but does not accept the advertising of any other alcoholic beverage.

The Advertising and Merchandising Department will consider any special merchandising request and will co-operate with advertisers to the fullest extent possible.

REPRESENTATIVE

Kelly-Smith Company

♦

KFUO

"THE GOSPEL VOICE"

ST. LOUIS—EST. 1924

FREQUENCY: 550 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Evangelical Lutheran Synod of Missouri, Ohio and Other States. OPERATED BY: Board of Control of Concordia Seminary. BUSINESS ADDRESS: 801 DeMun. PHONE: Cabany 2499. STUDIO ADDRESS: 801 DeMun. TRANSMITTER LOCATION: Clayton. TIME ON THE AIR: Shares time.

PERSONNEL

Chief Announcer .....Herman H. Hohenstein
Station Manager.....Herman H. Hohenstein
Musical Director .....Herman H. Hohenstein
Chief Engineer.....Carl H. Meyer

POLICIES

Non-commercial station.

♦

KMOX

"VOICE OF ST. LOUIS"

ST. LOUIS—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1090 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: Mart Bldg. PHONE: Central 8240. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 20 miles south of city. TIME ON THE AIR: 5:30 A.M. to 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

Station Manager.....Merle S. Jones
Program Director.....C. G. Renier
Sales Manager.....Ken Church
Ass't Sales Manager.....James V. Huffman
Chief Announcer .....France Laux

Publicity Director.....Soulard Johnson
Musical Director.....Ben Feld
Chief Engineer.....Graham Tevis

POLICIES

Governed by CBS policies.

No separate merchandising department, but offers movie trailers, special newspaper listings, courtesy announcements calling attention to program, window displays, trade journal publicity, presentations to dealers, letters to dealers, special promotions in stores, store displays. Specialty work with dealers, or promotion work for a particular product, as distinguished from promotional work on the radio schedule, can be undertaken by KMOX for the account of the advertiser at actual cost.

REPRESENTATIVE

Radio Sales

♦

KSD

ST. LOUIS—EST. 1922

NBC (RED)

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pulitzer Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 12th & Olive St. PHONE: Main 1111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Post-Dispatch. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

PERSONNEL

Commercial Manager.....Edw. W. Hamlin
Station Manager.....George M. Burbach
Sales Manager.....Edward W. Hamlin
Musical Director.....Russell David
Chief Engineer.....Robert L. Coe

POLICIES

All broadcasting programs and announcements are subject to the approval of the station management. Station does not accept medical or liquor advertising.

REPRESENTATIVE

Free & Peters, Inc.

♦

KWK

ST. LOUIS—EST. 1927

MUTUAL—NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1350 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Thomas Patrick, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Chase. PHONE: Rosedale 3210. STUDIO ADDRESS: Hotel Chase. TRANSMITTER LOCATION: Baden. TIME ON THE AIR: Eighteen hours daily. NEWS SERVICE: United Press MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....R. T. Convey
Commercial Manager.....C. G. Cosby
Advertising Manager.....Gene Kemper
Artists Bureau Head.....D. Seyforth
Chief Announcer.....Allan Anthony
Station Manager.....Clarence Cosby
Sales Manager.....C. G. Coby
Publicity Director.....Gene Kemper
Musical Director.....Al Sarli
Chief Engineer.....James Burke

POLICIES

Accepts all accounts which conform to local, state and Federal laws, and all laws of the FCC.

Has tie-in with St. Louis Globe-Democrat, receiving two hundred thirty-five lines per day, which is used to plug commercial features—local and network. Also a tie-in with group of community newspapers, receiving a total circulation of 250,000.

REPRESENTATIVE

Paul Raymer & Company

♦

KXOK*

ST. LOUIS

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: Star-Times Publishing Co. OPERATED BY: Star-Times Publishing Co. BUSINESS ADDRESS: St. Louis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Venice, Ill. TIME ON THE AIR: Unlimited. NEWSPAPER AFFILIATION: St. Louis Star-Times.

*Operating under C.P. issued by FCC, at time of going to press.

♦

WEW

ST. LOUIS—EST. 1921

FREQUENCY: 760 Kc. POWER 1000 watts. OWNED BY: St. Louis University. OPERATED BY: Same. BUSINESS ADDRESS: 3642 Lindell Blvd. PHONE: Franklin 5665. STUDIO ADDRESS: 3642 Lindell Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service and Transradio Press. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

Faculty Director.....W. A. Burk, S.J.
Program Manager.....Arthur T. Jones
Business Manager.....A. S. Foster
Sales Manager.....Ray Flemming
Publicity Director.....H. H. Sanders
Musical Director.....Ralph Stein
Chief Engineer.....George Rueppel

POLICIES

Will accept liquor advertising but will not mention price.

♦

WIL

"THE MOST WELCOME SPOT ON THE DIAL"

ST. LOUIS—EST. 1922

FREQUENCY: 1200 Kc. POWER 250 Watts, d.; 100 Watts, n. OWNED BY: Missouri Brod. Corp. OPERATED BY: Same. BUSINESS ADDRESS: 3601 Lindell Bl. PHONE: Jefferson 8403-4-5. STUDIO ADDRESS: Melbourne Hotel. TRANSMITTER LOCATION: 16th Floor (Roof) Melbourne Hotel. TIME ON THE AIR: 7:00 A.M. to 5:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio and C. P. MacGregor.

PERSONNEL

President .....Lester A. Benson
Vice-President .....Clarence W. Benson
Commercial Manager .....Edgar Shutz
Advertising Manager .....Edgar Shutz
Chief Announcer .....Neil Norman
Station Manager .....Lester A. Benson
Publicity Director .....Bart Slattery
Musical Director .....Allister Wylie
Chief Engineer .....Chal Stoup

POLICIES

No liquor programs accepted (beer and wine—OK). No foreign language programs accepted. No patent medicine programs accepted. Copy restrictions: Spot announcements have 75 word limit, 15-minute programs have 400 word limit.

REPRESENTATIVE

Small & Brewer, Inc.

♦

KGBX

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO. (RED AND BLUE)

FREQUENCY: 1230 Kc. Power: 500 watts. OWNED BY: Springfield Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus and World Broadcasting System.

PERSONNEL

President.....Lester E. Cox
Business Manager.....C. Arthur Johnson
Publicity Director.....Carl S. Ward
Musical Director.....Al Stone
Chief Engineer.....Fritz Bauer
Station Manager.....Ralph D. Foster
Sales Manager.....John E. Pearson
Artists Bureau Head.....George E. Wilson
Chief Announcer.....Karl Zomar
Program Director.....Terry Moss

POLICIES

No foreign element. Beer accepted but no other liquor advertising.

Special merchandising by Promotion Director Carl Ward; special services National Research Bureau Merchandising Service.

REPRESENTATIVE

Howard H. Wilson & Co.

♦

KWTO

"KEEP WATCHING THE OZARKS"

SPRINGFIELD—EST. 1933

FREQUENCY: 560 Kc. POWER: 5000 watts. OWNED BY: Ozarks Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Ralph D. Foster
Business Manager.....Arthur Johnson
Artists Bureau Head.....G. E. Wilson
Chief Announcer.....Karl Zomar
Station Manager .....Ralph D Foster
Sales Manager.....John E. Pearson
Publicity Director.....Carl S. Ward
Musical Director.....Al Stone
Chief Engineer.....Fritz Bauer

POLICIES

No foreign element in audience. No liquor announcements or advertising accepted other than beer.

National Research Bureau Merchandising Service. Also merchandising service of station bureau.

REPRESENTATIVE

Harold H. Wilson & Co.

MONTANA

Population 539,000

Number of Families 134,770 Number of Radio Homes 104,300

Retail Sales $189,457,000 Auto Registrations 167,150

KGHL

BILLINGS—EST. 1928

NBC (RED AND BLUE)

FREQUENCY: 780 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Northwestern Auto Supply Co. OPERATED BY: Northwestern Auto Supply Co. BUSINESS ADDRESS: 5th and North Broadway. PHONE: 3121. STUDIO ADDRESS: 5th and North Broadway. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 9:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

PERSONNEL

President.....C. O. Campbell
Commercial Manager.....Ed Yocum
Advertising Manager.....M. B. Braunberger
Chief Announcer.....T. W. Johnson
Station Manager.....C. O. Campbell
Sales Manager.....Ed. Yocum
Publicity Director.....Lear Mucoy
Musical Director.....Julia Richards
Chief Engineer.....Jeff Kiichli

POLICIES

Accepts wines and beer, no hard liquor.

Accepts foreign language programs of interest to any sizeable group in audience. Listeners are 99 per cent English, however.

Station will circularize trade, perform any other services within reason asked by client. Latest effort, staff men showed kiddie group how to operate new pop corn popper. All programs are publicized by station 24 hours and 12 hours before on air (new and old). Merchandising and promotion is largely determined by size of contract, policy being to keep special costs within 5 per cent of net dollar value of time purchase.

REPRESENTATIVE

E. Katz Special Advertising Agency

♦

KGIR

BUTTE—EST. 1929

NATIONAL BROADCASTING CO. — Z-NET PACIFIC NORTHWEST COVERAGE GROUP

FREQUENCY: 1340 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: KGIR, Inc. OPERATED BY: KGIR, Inc. BUSINESS ADDRESS: 121 W. Broadway. PHONE: 22-3-44. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunday, 9:00 A.M. to midnight; Week Days, 7:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: Standard Radio, Titan, Lang-Worth.

PERSONNEL

Manager.....Ed. B. Craney
Commercial Manager.....Leo McMullen
Musical Director.....B. R. Sprague
Chief Engineer.....Jack Nicholas
Program Director.....Fred Ruegg

POLICIES

Liquor accounts accepted subject to station approval of copy. Patent medicine accounts not accepted. Local programs sold on 13 minute basis, provision being made for 100-word announcements on either end of period. Chainbreak announcements limited to 30 words.

Merchandising service rendered at cost.

REPRESENTATIVES

Joseph Hershey McGillvra
Walter Biddick (Coast)

♦

KFBB

"VOICE OF TREASURE STATE"

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buttrey Broadcast, Inc. OPERATED BY: Buttrey Broadcast, Inc. BUSINESS ADDRESS: 300 Central. PHONE: 4377-8. STUDIO ADDRESS: 300 Central Ave. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily), 9:00 A.M. to 10:00 P.M. Sunday). NEWSPAPER AFFILIATION: Great Falls, Tribune. NEWS SERVICES: Associated Press, Tribune News. TRANSCRIPTION SERVICES: Standard Library, Transco Library.

PERSONNEL

President.....F. A. Buttrey
Commercial Manager.....Jessie Jacobsen
Advertising Manager.....Joe Wilkins
Chief Announcer.....Tommy Cafferty
Station Manager.....Jessie Jacobsen
Sales Manager.....Joe Wilkins

Publicity Director.....Kemp Toole
Musical Director.....Bill Cane
Chief Engineer.....John Parker

POLICIES

No liquor advertising except beer.
No foreign language broadcasts.

REPRESENTATIVE

Weed & Company

♦

KPFA

"CAPITAL CITY STATION"

HELENA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Peoples Forum of the Air. OPERATED BY: Peoples Forum of the Air. BUSINESS ADDRESS: 1306 East 11th. PHONE: 857. STUDIO ADDRESS: 1306 East 11th. TRANSMITTER LOCATION: 1306 East 11th St. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....Barclay Craighead
Station Manager.....K. O. MacPherson

POLICIES

Advertising of alcoholic beverages accepted. All broadcasting programs of every description are subject to the approval and censorship of the station's directors without objection or liability.

♦

KGEZ

"THE FRIENDLY STATION SERVING WESTERN MONTANA FROM KALISPELL"

KALISPELL—EST. 1927

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Donald C. Treloar. OPERATED BY: Same. BUSINESS ADDRESS: 203 — 1st Ave. E. PHONE: 32-332. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2¼ miles south on Highway No. 93. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. or later. NEWS SERVICE: Transradio Press. TRANSCRIPTION: SERVICE: C. P. MacGregor.

PERSONNEL

General Manager .....Donald C. Treloar

POLICIES

All advertising subject to station owner's approval.

♦

KDNC*

LEWISTON—EST. 1937

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Democrat News Co., Inc. OPERATED BY: Democrat News Co., Inc. BUSINESS ADDRESS: Lewiston, Mont. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited. NEWSPAPER AFFILIATION: Lewiston Democrat-News.

*Operating under C.P. issued by FCC, at time of going to press.

♦

KGVO

"THE GARDEN CITY STATION"

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: Mosby's, Inc. OPERATED BY: Mosby's, Inc. BUSINESS ADDRESS: 240 N. Higgins. PHONE: 2155. STUDIO ADDRESS: 240 N. Higgins. TRANSMITTER LOCATION: 4 miles west on Highway 10. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Library.

PERSONNEL

President.....A. J. Mosby
Commercial Manager.....Marion Dixon
Advertising Manager.....Stew Sterling
Artists Bureau Head.....Vernon McGahan
Chief Announcer.....Bob Young
Station Manager.....A. J. Mosby
Sales Manager.....Fred Elsethagen
Publicity Director.....Lee Nash
Musical Director.....Mary Ann Bills
Chief Engineer.....Tom Atherstone

POLICIES

No alcoholic beverages except beer and wine.

No commercial copy may exceed 20% of time contracted for during daytime—15% evenings.

Dealer letters and personal contact as merchandising aids.

♦

KGCX

WOLF POINT—EST. 1926

FREQUENCY: 1450 Kc. POWER: 1000 watts. OWNED BY: E. E. Kresbach. OPERATED BY: E. E. Kresbach. BUSINESS ADDRESS: Main and 4th St. PHONE: 102. STUDIO ADDRESS: Main and 4th St. TRANSMITTER LOCATION: Wolf Point. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

PERSONNEL

President.....E. E. Kresbach
Commercial Manager.....M. J. Severson
Advertising Manager.....M. J. Severson
Chief Announcer.....A. E. Richmond
Station Manager.....Milton J. Severson
Sales Manager.....Milton J. Severson
Publicity Director.....A. E. Richmond
Musical Director.....Adolph Jystad
Chief Engineer.....Harold Klempil

POLICIES

No restrictions on beer and wine.

No restrictions on foreign language accounts.

NEBRASKA

Population 1,364,000

Number of Families 340,150 Number of Radio Homes 303,290

Retail Sales $359,757,000 Auto Registrations 413,787

KMMJ

CLAY CENTER—EST. 1925

"THE OLD TRUSTY STATION"

FREQUENCY: 740 Kc. POWER: 1000 Watts. OWNED BY: KMMJ, Inc. OPERATED BY: KMMJ, Inc. BUSINESS ADDRESS: Radio Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunday, 7:00 A.M. to local sunset; week days, 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Clay County Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Manager .....Randy Ryan

REPRESENTATIVE

Gene Furgason & Co.

♦

KGFW

"THE MIDWAY STATION OF THE NATION"

KEARNEY—EST. 1928

FREQUENCY: 1310 Kc. POWER: 100 watts.

OWNED BY: Central Nebraska Broadcasting Corp. OPERATED BY: Central Nebraska Broadcasting Corp. BUSINESS ADDRESS: P. O. Box 14. PHONE: 31551. STUDIO ADDRESS: 919 W. 27th St. TRANSMITTER LOCATION: 919 W. 27th St. TIME ON THE AIR: 7:00 A.M. to 8:00 P.M.

PERSONNEL

President.....Clark Standiford
Station Manager.....Clark Standiford
Chief Announcer.....Leland Gustofsen
Publicity Director.....N. B. Weisenberger
Chief Engineer.....N. B. Weisenberger

POLICIES

No advertising accepted for any alcoholic products.

REPRESENTATIVE

Walter Biddick Co. (Pacific Coast)

KFAB

"NEBRASKA'S MOST POWERFUL BROADCAST STATION"

LINCOLN—EST. 1924

CBS—CENTRAL STATES BROADCASTING SYSTEM

FREQUENCY: 770 Kc. POWER: 10,000 Watts. OWNED BY: KFAB Broadcasting Co. OPERATED BY: KFAB Broadcasting Co. BUSINESS ADDRESS: Hotel Lincoln. PHONE: B-3214. STUDIO ADDRESS: Hotel Lincoln. TRANSMITTER LOCATION: 17th St. and Holdredge. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: State Journal, Lincoln Star. NEWS SERVICES: International News Service, Universal Service. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

President.....Frank D. Throop
General Manager.....Don Searle
Artists' Bureau Head.....Lyle DeMoss
Chief Announcer.....Chick Miller
Publicity Director .....Bruce Wallace
Program Director .....Lyle DeMoss
Chief Engineer.....Mark Bullock

POLICIES

Does not broadcast for liquor accounts. No foreign language accounts.

Merchandising: A program is plugged extensively on the air for a week preceding its initial broadcast and from time to time thereafter. It will be mentioned on the Radio Calendar of station. A special audition of the initial program is held with all of the sponsor's employees in attendance. A station representative will be present to explain the aims of the program and to answer any questions which may arise. The employees can take advantage of this "advance showing" and pass the word along to their customers, advising them of the interesting program their company is sponsoring and urging them to listen. Promotion Department is ready at all times to work out special merchandising and exploitation with the sponsors.

All promotional stunts are designed to fit the sponsor, his product and the audience he is endeavoring to reach.

REPRESENTATIVE

E. Katz Special Advertising Agency

"The White Spot"



Nebraska Has Money to Spend

It is the only state with *NO* income tax, *NO* sales tax, and *NO* luxury taxes. Nebraska is debt-free, has reduced its taxes and observes a policy of "No new forms of taxation."

The pioneer's word was as good as gold and in Nebraska the spoken word has always carried the assurance of a legal document. Today the spoken word of radio advertising is received into thousands of Nebraska homes, with the same respect that bound the old timers in their contracts.

Yes, Nebraskans are responsive to the spoken word, but more than that they have the wealth with which to respond. The spirit of the thrifty farmers has built Nebraska production in hay, live stock, meat, corn, butter, rye, and oats to a dominant place among the productive states of the nation. The Nebraska market, with one-third of a million people is most easily and most economically reached by radio.

Profitable results are yours for the asking,—by voice. For market and station coverage details write to any member station.

Nebraska Broadcasters Assoc.

KFAB, Lincoln
KFOR, Lincoln
KGFW, Kearney
KGKY, Scottsbluff
KGNF, North Platte
KOIL, Omaha
KMMJ, Clay Center
WAAW, Omaha
WJAG, Norfolk
WOW, Omaha

KFOR

"THE VOICE OF LINCOLN"

LINCOLN—EST. 1922

CBS—MUTUAL

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Cornbelt Broadcasting Corp. OPERATED BY: Cornbelt Broadcasting Corp. BUSINESS ADDRESS: Hotel Lincoln. PHONE: B-3214. STUDIO ADDRESS: Hotel Lincoln. TRANSMITTER LOCATION: 4607 South 48th. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: State Journal, Lincoln Star. NEWS SERVICES: International News Service and Universal Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Frank D. Throop
General Manager.....Don Searle
Artists' Bureau Head.....John Shafer
Chief Announcer.....Chick Miller
Program Director.....John Shafer
Musical Director.....John Shafer
Chief Engineer.....Mark Bullock
Publicity Director—Promotion...Jos. di Natale

POLICIES

Does not broadcast liquor accounts nor foreign language accounts.

Merchandising: A program is plugged extensively on the air for a week preceding its initial broadcast and from time to time thereafter. It will be mentioned on the Radio Calendar of the station. If the sponsor will furnish a list of fifty selected customers the Promotion Department will call them and inform them of the sponsor's new program. This is used only on KFOR which is purely a local station. A special audition of the initial program is held with all of the sponsor's employees in attendance. A station representative will be present to explain the aims of the program and to answer any questions which may arise. The employees can take advantage of this "advance showing" and pass the word along to their customers, advising them of the interesting program their company is sponsoring and urging them to listen. The KFOR Promotion Department is ready at all times to work out special merchandising and exploitation with the sponsors.

All promotional stunts are designed to fit the sponsor, his product and the audience he is endeavoring to reach.

REPRESENTATIVE

E. Katz Special Advertising Agency

♦

WJAG

"WITH JOY AND GLADNESS"

NORFOLK—EST. 1922

FREQUENCY: 1060 Kc. POWER: 1000 Watts. OWNED BY: Norfolk Daily News. OPERATED BY: Norfolk Daily News. BUSINESS ADDRESS: Norfolk News. PHONE 20. STUDIO ADDRESS: Norfolk News. TRANSMITTER LOCATION: Norfolk News. TIME ON THE AIR: 6:30 A.M. to sundown. NEWSPAPER AFFILIATION: Norfolk Daily News. NEWS SERVICE USED: United Press and Associated Press.

PERSONNEL

President.....Gene Huse
Station Manager.....Art Thomas
Musical Director.....Russell Jensen
Chief Engineer.....Frank Weidenbach

POLICIES

All advertising subject to approval. Station does not guarantee time of announcement or announcer. No announcements between news items. Competitive announcements and programs must be separated by at least three minutes. Credit arrangements must be made in advance. Beer and liquor announcements are not accepted for the noon hour, on Sundays or close to children's or devotional programs. Station will not accept announcements concerning programs that are on other stations at the same time as WJAG. Station does not supply sound effects for announcements but will broadcast transcribed announcements. All announcements must be written in the third person and must conform with the rules of the FCC and the code of ethics of the NAB. Station will not accept announcements that attempt to disguise the fact. Station will not accept announcements of advertisers who are under investigation by the FTC, the Food and Drugs Administration or the Post Office. Station reserves the right to make schedule changes and cancellations for commercial contingencies as well as political or special event broadcasts. Station will supply on request special political broadcast regulations and also a list of forbidden words.

Merchandising: Station conducts individual merchandising campaign among the advertiser sales outlets; distributes counter cards and arranges window displays; conducts contests; etc. Publicity tie-up with the Norfolk Daily News.

REPRESENTATIVE

Howard H. Wilson Co.

♦

KGNF

"WESTERN NEBRASKA'S DEPENDABLE DAYTIME STATION"

NORTH PLATTE—EST. 1930

NEBRASKA NETWORK

FREQUENCY: 1430 Kc. POWER: 1000 Watts. OWNED BY: Great Plains Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1521 W. 12th. PHONE: 132. STUDIO ADDRESS: 1521 W. 12th. TRANSMITTER LOCA-

TION: 1521 W. 12th. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Inc.

PERSONNEL

President .....W. I. LeBarron
Commercial Manager .....R. Jones
Chief Announcer .....John Alexander
Station Manager .....W. I. LeBarron
Publicity Director .....V. J. LeBarron
Musical Director .....John Alexander
Chief Engineer .....J. B. Eaves

POLICIES

Liquor advertising not accepted.

Merchandising aids through regular column in local newspaper and advance spot publicity campaigns.

♦

KOIL

OMAHA—EST. 1925

NBC (Blue)—MUTUAL

FREQUENCY: 1260 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Central States Broadcasting Co. OPERATED BY: Central States Broadcasting Co. BUSINESS ADDRESS: Omaha. PHONE: Jackson 7626. STUDIO ADDRESS: Omaha Nat. Bank Bldg. TRANSMITTER LOCATION: Council Bluffs, Iowa. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATION: Lincoln Star & Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President .....Frank Troup
General Manager.....Don Searle
Commercial Manager.....Gene Willoughby
Program Director.....Bob Cunningham
Sales Manager, National.....Paul Hammon
Publicity Director.....R. Bruce Wallace
Chief Engineer.....Mark Bullock

POLICIES

No stated special commercial program restrictions.

Merchandising: Special promotion plan is outlined for every individual commercial program. In addition to advance and current promotion plugs, this includes routine press releases, window displays, special counter cards and other special promotion the account merits. Maintains a full-time Promotion department.

REPRESENTATIVE

E. Katz Special Advertising Agency

♦

WAAW

OMAHA—EST. 1922

FREQUENCY: 660 Kc. POWER: 500 Watts. OWNED BY: Omaha Grain Exchange. OPERATED BY: Omaha Grain Exchange. BUSINESS ADDRESS: 7th Floor Omaha Grain Exchange Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northwest of Omaha. TIME ON THE AIR: Daytime. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Manager .....F. P. Manchester
Station and Sales Manager.....W. K. Bailey
Assistant Manager.....James C. Douglass

REPRESENTATIVE

Howard H. Wilson Co.

♦

WOW

"THE VOICE OF THE AIR"

OMAHA—EST. 1923

NBC (Basic Red)

FREQUENCY: 590 Kc. POWER: 5000 watts. OWNED BY: Woodmen of the World Life Insurance Society. OPERATED BY: Woodmen of the World Life Insurance Society. BUSINESS ADDRESS: Insurance Bldg. PHONE: Jackson 6844. STUDIO ADDRESS: Insurance Bldg. TRANSMITTER LOCATION: 56th and Kansas Ave. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus NAB Recorded Library and own instantaneous recording equipment.

PERSONNEL

President.....De E. Bradshaw
Station Manager.....John J. Gillin, Jr.
Program Manager.....Harry Burke
Chief Announcer.....Harry Burke
Sales Manager.....Howard O. Peterson
Publicity Director.....Howard O. Peterson
Chief Engineer.....Wm. J. Kotera

POLICIES

Does not accept liquor advertising nor foreign accounts.

Station has a monthly publication devoted to advertisers and programs, and distributed to listeners. This eight-page publication "Radio News Tower" has a large paid net circulation.

Station has facilities to handle all types of merchandising cooperation.

REPRESENTATIVE

John Blair & Company

♦

KGKY

SCOTTSBLUFF—EST. 1930

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Hilliard Co., Inc. OPERATED BY: Hilliard Co., Inc. BUSINESS ADDRESS: 1517½ Broadway. PHONE: 856. STUDIO ADDRESS: 1517½ Broadway. TRANSMITTER LOCATION: Scottsbluff. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

PERSONNEL

President.....L. L. Hilliard
Advertising Manager.....R. M. Stewart
Chief Announcer.....Al Mehling
Station Manager.....L. L. Hilliard
Publicity Director.....Bill Walter
Chief Engineer.....Harlan Morrison

POLICIES

Beer advertising accepted. Foreign language accounts accepted (German).

Assists advertisers in any reasonable merchandising venture.

NEVADA

Population 101,000

Number of Families 28,010 — Number of Radio Homes 25,400

Retail Sales $43,932,000 — Auto Registrations 38,509

KOH

"THE VOICE OF NEVADA"

RENO—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 500 watts. OWNED BY: The Bee, Inc. OPERATED BY: McClatchy Broadcasting Co. BUSINESS ADDRESS: 440 N. Virginia. PHONE: 5106-7. STUDIO ABDRESS: 440 N. Virginia. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Vice-President .....G. C. Hamilton
Commercial Manager.....Wallie D. Warren
Chief Announcer.....Emerson Smith
Station Manager.....Wallie D. Warren
Chief Engineer.....Lewis Heinzman

POLICIES

Does not accept hard liquor advertising, only light wines and beers. No foreign language programs.

Merchandising: Station supports a complete merchandising department and is sufficiently staffed to conduct complete surveys of all merchandise outlets and care for displays and stimulate general good will toward the advertised product in the eyes of all outlets.

REPRESENTATIVE

Paul H. Raymer Company

NEW HAMPSHIRE

Population 510,000

Number of Families 130,260 — Number of Radio Homes 114,170

Retail Sales $152,583,000 — Auto Registrations 122,236

WLNH

"FRIENDLY VOICE OF NEW HAMPSHIRE"

LANCONIA—EST. 1922

MUTUAL—COLONIAL AND YANKEE NETWORKS

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Northern Broadcasting Co. OPERATED BY: Northern Broadcasting Co. BUSINESS ADDRESS: 563 Main St. PHONE: 501. STUDIO ADDRESS: 563 Main St. TRANSMITTER LOCATION: Brigham St. TIME ON THE AIR: 8:30 A.M. to 12:00 Midnight. NEWS SERVICE: Yankee Network News. Member of the Yankee Network Artists Bureau.

PERSONNEL

President.....Malcolm Jenney
Commercial Manager.....Edward J. Lord
Advertising Manager.....Edward J. Lord
Chief Announcer.....Sherwin Greenlaw
Station Manager.....Edward J. Lord
Sales Manager.....Edward J. Lord
Publicity Director.....Edward J. Lord
Musical Director.....Edward J. Lord
Chief Engineer.....Kenneth A. Taylor

POLICIES

Liquor advertising, subject to the approval of the New Hampshire Liquor Commission. No foreign language accounts accepted.

All merchandising features available at minimum cost.

REPRESENTATIVE

Weed & Company

♦

WFEA

MANCHESTER—EST. 1932

NBC (OPTIONAL BLUE AND RED)—YANKEE AND COLONIAL NETWORK

FREQUENCY: 1340 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: N. H. Broadcasting Co. OPERATED BY: N. H. Broadcasting Co. BUSINESS ADDRESS: Carpenter Hotel. PHONE: 7970-7520. STUDIO ADDRESS: Carpenter Hotel. TRANSMITTER LOCATION: Merrimack. TIME ON THE AIR: (daily) 8:00 A. M. to Midnight; Sunday 8:45 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Henry P. Rines
Commercial Manager.....C. G. H. Evans
Advertising Manager.....L. F. Smith
Chief Announcer.....C. G. H. Evans
Station Manager.....C. G. H. Evans
Sales Manager.....L. F. Smith
Publicity Director.....A. Soutar
Chief Engineer.....V. H. Chandler

POLICIES

Accept no "hard liquor" accounts; does accept beer and foreign language accounts.

Restrict use of medicinal copy.

REPRESENTATIVE

Weed & Company

♦

WHEB

PORTSMOUTH—EST. 1932

FREQUENCY: 740 Kc. POWER: 250 Watts. OWNED BY: Granite State Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 39 Congress St. PHONE: 2670-1. TRANSMITTER LOCATION: Bean's Hill, Newington. TIME ON THE AIR: 8:30 A.M. to one hour after local sunset. NEWS SERVICE: Local news. TRANSCRIPTION SERVICES: NBC Thesaurus and own recording facilities. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President .....H. J. Wilson
Commercial Manager .....H. C. Wilson
Artists Bureau Head .....Wm. Elliott
Chief Announcer .....Donald Stevens
Station Manager .....H. J. Wilson
Publicity Director .....H. J. Wilson
Musical Director .....V. E. Bennett
Chief Engineer .....Gerald F. Knightly

POLICIES

No liquor advertising. Foreign language programs carried in Swedish, Norwegian, and French, and Syrian.

Maintains limited merchandising facilities.

REPRESENTATIVE

Cox & Tanz

NEW JERSEY

Population 4,343,000

Number of Families 1,055,610 Number of Radio Homes 1,020,960

Retail Sales $1,220,299,000 Auto Registrations 943,412

WCAP

"VOICE OF CITY OF ASBURY PARK"

ASBURY PARK—EST. 1927

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: Radio Industries Broadcasting Co. OPERATED BY: Radio Industries Broadcasting Co. BUSINESS ADDRESS: 4 Convention Hall. PHONE: 1911-2955. STUDIO ADDRESS: 8, 10, 12 Convention Hall. TRANSMITTER LOCATION: Whitesville, N. J. TIME ON THE AIR: Shares time with WCAM and WTNJ. NEWS SERVICE: local news. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

President.....George S. Ferguson
Commercial Manager.....E. Corby
Technical Advisor.....Thomas F. Burley
Chief Announcer.....Richard Hopper
Station Manager.....V. N. Scholes
Publicity Director.....D. Johanson
Musical Director.....G. H. Scott
Chief Engineer.....Ernest G. Ruckle

POLICIES

Beer and wine accepted; no hard liquor advertising; all copy must conform to station standards and FCC regulations.

♦

WPG

"WORLD'S PLAYGROUND"

ATLANTIC CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 5000 watts, OWNED BY: City of Atlantic City. OPERATED BY: City of Atlantic City. BUSINESS ADDRESS: Convention Hall. PHONE: 4-6538. STUDIO ADDRESS: Convention Hall. TRANSMITTER LOCATION: Airport. TIME ON THE AIR: 8:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Commercial Manager.....W. H. Appleby
Station Manager.....Norman Reed
Chief Announcer.....Ray Morgan
Musical Director.....Margaret Keever
Chief Engineer.....Earle Godfrey

POLICIES

Accept liquor advertising, and also handle foreign language accounts (Jewish and Italian).

Assist advertisers in obtaining dealers for their products, and also arrange for displays and circularizing, etc.

♦

WSNJ

"WE SERVE NEW JERSEY"

BRIDGETON—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Eastern States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Bridgeton. PHONE: Bridgeton 1600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime only. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President .....Howard S. Frazier
Commercial Manager .....Burt McKinnie
Station Manager .....Paul Alger
Publicity Director .....Fred Wood
Chief Engineer .....Russel Ely

POLICIES

Accepts beer accounts, but no wine or

Accuracy — Knowledge and 39 Years Experience

IS THE FIRM FOUNDATION UPON WHICH OUR BUSINESS IS BUILDED.

★ Field Intensity and Station Location Surveys.
★ Directional Antenna Systems.
★ Allocation Problems.
★ Television Specialists.
★ Broadcast, High Frequency and Ultra High Frequency Bands.
★ Management and Sales Analyses.
★ Coverage Presentations for Sales Purposes.
★ Market Data.

A COMPLETE SERVICE FOR THE BROADCASTING STATION

Lieut. Comdr. Thomas Appleby, U. S. N. R., Pres. and Chief Engineer
—Special Appointment—
Civilian Radio Engineer U. S. Navy Dept. in 1919

Appleby & Appleby

Consulting Radio Engineers
Jasper & Winchester Aves.
ATLANTIC CITY, N. J.
Telephone 2-2535

NEW YORK OFFICE
350 MADISON AVE.
PHONE—MURRAY HILL 2-2046

If your message is for the East's most fertile farm region, that broad rich area where outside reception is notoriously poor . . .

WSNJ

Serving South Jersey From Bridgeton

With—

- NBC THESAURUS PROGRAMS
- LOCAL TALENT THAT RATES
- INTERNATIONAL NEWS
- ANNOUNCERS THAT SELL
- MERCHANDISING THAT CLICKS

And—

A Community Enterprise as Stimulating as Turpentine on an old Mare's Tail . . . THEN, There's No Question About It—

WSNJ IS THE MEDIUM FOR YOU!

WSNJ IS OWNED AND OPERATED BY THE EASTERN STATES BROADCASTING CORP. PHONE BRIDGETON 1600

National Representation
THE WELLMAN SERVICE
1324 Empire State Bldg., N. Y. C.
1631 Chestnut St., Phila.

liquor. Italian foreign language programs only.

Station publishes its own weekly radio news sheet, 7500 free circulation. Arrangements made with local chain stores for distribution of WSNJ advertised products.

REPRESENTATIVE

Wellman Service

♦

WCAM

CAMDEN—EST. 1926

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: City of Camden. OPERATED BY: Broadcast Advertising Co. BUSINESS ADDRESS: City Hall. PHONE: 9000-907-4523. STUDIO ADDRESS: City Hall. TRANSMITTER LOCATION: Civic Center. TIME ON THE AIR: Shares time with WCAP and WTNJ. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

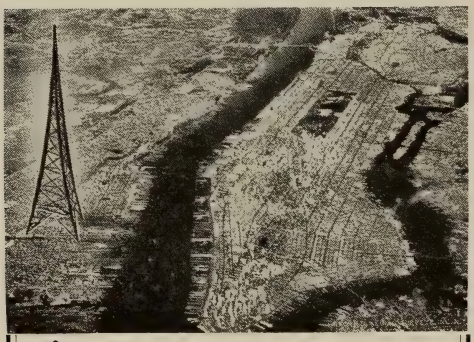
Station Manager.....Frederick Caperoon
Musical Director.....Edw. N. Layman
Chief Announcer.....Robert Horn
Chief Engineer.....C. E. Onens

POLICIES

Liquor advertising confined to companies having warehouses in New Jersey.

Two hours per week allotted to foreign language accounts.

Merchandising through Camden City and County Newspapers.



No we're not a 50,000 watter. But our 500 good watts carry to 12,000,000 metropolitan New Yorkers who can get WAAT just as clearly and distinctly as any of the 50,000 watters. Remember, too, the reason for WAAT's cordial reception in these homes is that its well-balanced programming of definite metropolitan interest emanate from a transmitter which is located approximately in the center of the largest mass population in the U. S. A. That these 12,000,000 do listen to WAAT is proved by the score of success stories available for your inspection. . . . Best of all, WAAT reaches most of these 12,000,000 at only a fraction of the cost.

940 KC.

WAAT

JERSEY CITY AND SUBURBS

WAAT

JERSEY CITY—EST. 1926

FREQUENCY: 940 Kc. POWER: 500 Watts. OWNED BY: Bremer Broadcasting Corp. OPERATED BY: Bremer Broadcasting Corp. BUSINESS ADDRESS: 50 Journal Square. PHONE: Journal Square 0716-7-8 and Rector 2-5878 and Market 3-0383. TIME ON THE AIR: 6:00 A.M. to 6:00 P.M. (E.S.T.). NEWS SERVICE: Local news. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President .....Paul H. LaStayo
Artists Bureau Head .....G. Haas
Chief Announcer .....Maurice Hart
Station Manager .....Paul H. LaStayo
Publicity Director .....Orth Bell
Musical Director .....Fabe Nicholson
Chief Engineer .....A. Castellani

POLICIES

No foreign language or hard liquor advertising accepted. Light wine and beer advertising accepted.

No special merchandising features at present.

♦

WHOM

JERSEY CITY—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: N. J. Broadcasting Corp. OPERATED BY: N. J. Broadcasting Corp. BUSINESS ADDRESS: 29 W. 57th St. PHONE: Journal Square 2. Plaza 3-4204, New York. STUDIO ADDRESS: 2866 Hudson Blvd. TRANSMITTER LOCATION: Hoboken, N. J. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Press Radio Bureau. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Paul F. Harron
Commercial Manager.....Joseph Lang
Artists Bureau Head.....W. Wilcox
Chief Announcer.....W. Wilcox
Station Manager.....Joseph Lang
Musical Director.....A. Fasano
Chief Engineer.....A. Burnham

POLICIES

No hard liquor accepted. Wine and beers acceptable.

Specialize in foreign language programs.

Special merchandising department in process of formation.

♦

WHBI

NEWARK—EST. 1922

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: May Radio Broadcast Corp. OPERATED BY: May Radio

Broadcast Corp. BUSINESS ADDRESS: 100 Shipman St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: Part time.

PERSONNEL

President-General Manager..James L. Shearer

REPRESENTATIVE

J. J. Devine & Associates

♦

WOR

"ONE OF AMERICA'S GREAT STATIONS"

NEWARK—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 50,000 Watts. OWNED BY: Bamberger Broadcasting Service. OPERATED BY: Same. BUSINESS ADDRESS: 131 Market St. PHONE: (Newark) Market 2-1212. (New York) PEnnsylvania 6-8383. STUDIO ADDRESS: 131 Market St., Newark and 1440 Broadway, N. Y. C. TRANSMITTER LOCATION: Carteret. TIME ON THE AIR: (daily) 6:30 A.M. to 2:00 A.M. (Sunday) 8:00 A.M. to 2:00 A.M. NEWS SERVICES: Transradio Press Service, Press Radio Bureau, General News Ticker (Sports). MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Complete facilities plus own recording equipment.

PERSONNEL

President.....Alfred J. McCosker
Vice president and general manager.....Theodore C. Streibert
Vice president in charge of sales .....Frank Braucher
Director of program operations.....Julius F. Seebach, Jr.
Director of public relations and special features.....G. W. Johnstone
Chief Engineer.....J. R. Poppele
Director WOR Artists Bureau..Nat Abramson
Director of Sales Promotion.....Joe Creamer
Musical Director.....Alfred Wallenstein
Executive Producer.....Arthur H. Samuels
Assistant Sales Manager...Eugene S. Thomas

POLICIES

Beer, wine and liquor advertising accepted subject to acceptability of the copy. Programs in foreign languages not accepted. Other restrictions include the right to eliminate all or parts of programs which station may consider contrary to its policy or interest.

REPRESENTATIVES

Paul A. Belaire, Boston, Mass.
R. J. Barrett, Jr., Chicago, Ill.
Edward S. Townsend, San Francisco

WBRB

"HOME TOWN STATION"

RED BANK—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Monmouth Broadcasting Co. OPERATED BY: Monmouth Broadcasting Co. BUSINESS ADDRESS: 63 Broad St. PHONE: 980. STUDIO ADDRESS: 63 Broad St. TRANSMITTER LOCATION: 63 Broad St. TIME ON THE AIR: Divides time with WGBB—WGNY—WEAS. NEWS SERVICE: Local and country news gathered.

PERSONNEL

President.....Thomas F. Burley, Jr.
Commercial Manager.....V. N. Scholes
Chief Announcer.....Art Mayhew, Jr.
Station Manager.....Lillian Mayhew
Musical Director.....Betty Huhn
Chief Engineer.....Robert Johnson

POLICIES

Beer and wine accepted; no hard liquor. All copy subject to station approval and FCC rules and regulations.

♦

WTNJ

TRENTON

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: WOAX, Inc. OPERATED BY: WOAX, Inc. BUSINESS ADDRESS: Hildebrecht Hotel. PHONE: Trenton 8149. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Trenton, N. J. TIME ON THE AIR: Shares time with WCAM and WCAP. NEWS SERVICE: United Press.

♦

WAWZ

"ARISE, GET THEE TO ZAREPHATH"
(I KINGS 17:9)

ZAREPHATH—EST. 1931

FREQUENCY: 1350 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Pillar of Fire Church. OPERATED BY: Same. BUSINESS ADDRESS: Zarephath. PHONE: Bound Brook 223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Alma White College. TIME ON THE AIR: Part time schedule. TRANSCRIPTION SERVICE: Makes own transcriptions, also uses Federal Government transcriptions.

PERSONNEL

President .....Bishop Alma White
Co-Manager .....Rev. Arthur K. White
Station Manager .....Rev. Ray B. White
Musical Director .....Orland A. Wolfram
Chief Engineer .....N. L. Wilson

POLICIES

Non-commercial outlet.

NEW MEXICO

Population 422,000

Number of Families 98,370 — Number of Radio Homes 56,360

Retail Sales $88,751,000 — Auto Registrations 108,729

KGGM

"HIGH FIDELITY VOICE OF NEW MEXICO"

ALBUQUERQUE—EST. 1929

FREQUENCY: 1230 Kc. POWER: 1000 Watts. OWNED BY: New Mexico Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kimo Theater Bldg. PHONE: 929-930. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of town. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

PERSONNEL

President .....N. M. Switzer
Commercial Manager .....Mike Hollander
Chief Announcer .....J. B. Matthews
Program Director .....Elmer Fondren
Station Manager .....Mike Hollander
Publicity Director .....Mike Hollander
Musical Director .....J. B. Matthews
Chief Engineer .....Leonard Dodds

POLICIES

Does not accept liquor advertising. Foreign language accepted.

No merchandising department, but fresh continuity is furnished for every announcement, spot and program continuity broadcast on this station, except where client insists upon repetition.

REPRESENTATIVE

Howard H. Wilson Co.

♦

KOB

"THE VOICE OF NEW MEXICO"

ALBUQUERQUE—EST. 1920

NBC (RED AND BLUE SUP.)

FREQUENCY: 1180 Kc. POWER: 10,000 watts. OWNED BY: Albuquerque Broadcasting Co. OPERATED BY: Albuquerque Broadcasting Co. BUSINESS ADDRESS: P. O. Box 1319. PHONE: 1180. STUDIO ADDRESS: 424 W. Gold Ave. TRANSMITTER LOCATION: Alameda. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press, Radio News Assoc. TRANSCRIPTION SERVICE: NBC Thesaurus, MacGregor & Sollie.

PERSONNEL

President.....T. M. Pepperday
Commercial Manager.....J. C. McGrane
Chief Announcer.....J. C. MacGregor
Musical Director.....John Blain, Jr.
Chief Engineer.....Geo. S. Johnson

POLICIES

Advertising of alcoholic beverages not accepted, except beer and wine.

Foreign language programs; Spanish only, accepted; English translation must be used.

All merchandising co-operation desired by client will be rendered. Client is expected to pay whatever may be the actual cost of such special merchandising or exploitation.

REPRESENTATIVE

John Blair & Company

♦

KLAH

"THE CAVERN CITY STATION"

CARLSBAD—EST. 1936

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Jack Hawkins and Barney Hubbs. OPERATED BY: Jack Hawkins and Barney Hubbs. BUSINESS ADDRESS: Crawford Hotel. PHONE: 244. STUDIO ADDRESS: Crawford Hotel. TRANSMITTER LOCATION: Carlsbad. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

Station Manager.....Jack Hawkins
Commercial Manager.....Lucille Neilso
Chief Announcer.....Wray Guye
Chief Engineer.....Harry Boehnemann

POLICIES

Accept liquor and wine, also accept Spanish language programs.

Offer any reasonable merchandise aid to advertisers.

REPRESENTATIVE

New Mexico Broadcasting Company

♦

KICA

"THE FRIENDLY VOICE OF THE PLAINS"

CLOVIS—EST. 1931

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Western Broadcasters, Inc. OPERATED BY: Western Broadcasters, Inc. BUSINESS ADDRESS: 412 Pile. PHONE: 3. STUDIO ADDRESS: 412 Pile. TRANSMITTER LOCATION: Hillcrest Park. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: Radio News Ass'n, NEA. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

PERSONNEL

President.....Chas. C. Alsup
Commercial Manager.....Leon Womack
Advertising Manager.....Leon Womack
Chief Announcer.....Ed Safford, Jr.
Station Manager.....Chas. C. Alsup
Publicity Director.....Doris Williams
Musical Director.....Mrs. J. E. Alsup
Chief Engineer.....Jack Lund

POLICIES

Liquor advertising accepted. Foreign language not necessary in territory.

Station extends full merchandising cooperation.

REPRESENTATIVE

Cox & Tanz

♦

KAWM

"IN THE LAND OF ENCHANTMENT"

GALLUP—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: A. W. Mills. OPERATED BY: A. W. Mills. BUSINESS ADDRESS: 1100 E. Aztec. PHONE: 19. STUDIO ADDRESS: 1100 E. Aztec. TRANSMITTER LOCATION: 1100 E. Aztec. TIME ON THE AIR: 7:30 A.M. to 8:30 P.M. NEWS SERVICE: Radio News. TRANSCRIPTION SERVICE: NBC Thesauras.

PERSONNEL

Station Manager.....A. W. Mills
Commercial Manager.....A. W. Mills
Chief Announcer.....Jimmie Clayton
Musical Director.....D. Elmo Darrah
Chief Engineer.....Don. S. Bowes

POLICIES

No liquor advertisements accepted.

KWEW*

HOBBS—EST. 1938

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: W. E. Whitmore. OPERATED BY: W. E. Whitmore. BUSINESS ADDRESS: Hobbs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

*Operating under C.P. issued by FCC, at time of going to press.

♦

KGFL

"THE VOICE OF THE PECOS VALLEY"

ROSWELL—EST. 1927

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: KGFL, Inc. OPERATED BY: KGFL, Inc. BUSINESS ADDRESS: 502 W. 2nd St. PHONE: 288. STUDIO ADDRESS: 502 W. 2nd St. TRANSMITTER LOCATION: 511 W. 16th St. TIME ON THE AIR: 7:30 A.M. to 7:30 P.M. TRANSCRIPTION SERVICES: MacGregor and Solie.

PERSONNEL

Secretary-Treasurer.....W. E. Whitmore
Commercial Manager.....W. E. Whitmore
Chief Announcer.....Bill Burck
Station Manager.....W. E. Whitmore
Chief Engineer.....G. C. Farmer

POLICIES

No liquor advertising accepted.

♦

KRQA

SANTE FE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: J. Laurance Martin. OPERATED BY: J. Laurance Martin. d-b-a Sunshine Broadcasting System. BUSINESS ADDRESS: 750 Cerrillos Road. PHONE: 1456. STUDIO ADDRESS: 759 Cerrillos Road. TRANSMITTER LOCATION: 759 Cerrillos Road. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. (daily), 10:00 A.M. to 3:00 P.M. (Sunday). NEWS SERVICE: Transradio Press.

PERSONNEL

Station Manager.....J. L. Martin
Chief Announcer.....I. R. Head
Chief Engineer.....J. L. Martin

POLICIES

Station reserves right to have complete control over all copy.

Cooperation with advertiser as to placing and keeping check on products advertised os to display, stock, etc.

NEW YORK

Population 12,959,000

Number of Families 3,241,850 Number of Radio Homes 3,401,400

Retail Sales $4,749,708,000 Auto Registrations 2,453,542

WABY

ALBANY—EST. 1934

NBC (Blue)

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Adirondack Broadcasting Co., Inc. OPERATED BY: Adirondack Broadcasting Co., Inc. BUSINESS ADDRESS: Strand Theatre Bldg. PHONE: 4-4194. STUDIO ADDRESS: Strand Theatre Bldg. TRANSMITTER LOCATION: Colonie, N. Y. TIME ON THE AIR: 24 hours daily. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth.

PERSONNEL

President.....Harold E. Smith
Station Manager.....Harold E. Smith

POLICIES

Liquor advertising accepted subject to strict supervision of copy.

Merchandising through limited personal calls, telephone calls, letters to trade, spot announcements plugging program; releases publicity to newspapers.

♦

WOKO

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: WOKO, Inc. OPERATED BY: WOKO, Inc. BUSINESS ADDRESS: Hotel Ten Eyck. PHONE: 4-4193. STUDIO ADDRESS: Hotel Ten Eyck. TRANSMITTER LOCATION: Central Ave. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth and NAB Library.

PERSONNEL

President.....Raymond M. Curtis
Station Manager.....Harold E. Smith

POLICIES

Liquor advertising not accepted.

Merchandising through limited personal calls and telephone calls on trade; letters to trade; spot announcements; publicity release to papers.

REPRESENTATIVE

John Blair & Co.

♦

WMBO

"THE VOICE OF THE FINGER LAKES"

AUBURN—EST. 1927

MOHAWK VALLEY BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WMBO, Inc. OPERATED BY: WMBO, Inc. BUSINESS ADDRESS: 141 Genesee St. PHONE: 430 Studio —431 Transmitter. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: York and Division Sts. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATION: Auburn Citizen - Advertiser. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Roy L. Albertson
Station Manager.....Frederick L. Keesee
Commercial Manager.....F. L. Keesee
Advertising Manager.....F. L. Keesee
Chief Announcer.....Edward Bryant
Sales Manager.....F. L. Keesee
Publicity Director.....Dorothy Bolin
Musical Director.....Edward Campbell
Chief Engineer.....Herbert House

POLICIES

Does not carry liquor accounts. Accepts foreign language accounts.

Merchandising aid through exploitation of programs and features over the station.

♦

WNBF

"WHY NOT BINGHAMTON FIRST"

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Howitt-Wood Radio Co. OPERATED BY: Cecil D. Mastin, Mgr. BUSINESS ADDRESS: Arlington Hotel.

PHONE: Binghamton 2-3461. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cleveland & Stokes. TIME ON THE AIR: (Daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 9:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President .....John C. Clark
Station Manager .....Cecil D. Mastin
Advertising Manager .....Fred Dodge
Chief Announcer .....Tony Wheeler
Sales Manager .....Harry Trenner
Publicity Director .....Thomas Pritchard
Musical Director .....Elizabeth Lamb
Chief Engineer .....Lester H. Gilbert

POLICIES

Does not take any whiskey or liquor accounts and takes beer or wine accounts after 9 P.M. Maintains Slovak programs for six months in the year.

Merchandising: Station is fully equipped to assist in merchandising radio advertising programs.

REPRESENTATIVE

Harry Trenner, New York

♦

WARD

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: United States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 427 Fulton St. PHONE: Triangle 5-3301. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Long Island City. TIME ON THE AIR: Shares time. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President .....Rabbi Aaron Kronenberg
Station Manager .....Aaron Kronenberg
Commercial Manager .....Oscar Kronenberg
Artists Bureau Head .....S. Medoff
Chief Announcer .....Jack Martin
Sales Manager .....Oscar Kronenberg
Publicity Director .....Oscar Kronenberg
Musical Director .....S. Medoff
Chief Engineer .....Abe Hass

POLICIES

All programs are subject to the approval of the management.

♦

WBBC

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: Brooklyn Broadcasting Corp. OPERATED BY: Brooklyn Broadcasting Corp. BUSINESS ADDRESS: WBBC Bldg., 552-554 Atlantic Ave. PHONE: TRiangle 5-6690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brooklyn, N. Y. TIME ON THE AIR: Shares time with WARD, WLTH and WVFW. MAINTAINS AN ARTISTS BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

General Manager.....Peter J. Testan
Commercial Manager.....Arnold J. Jaffe

POLICIES

Merchandising: Advertisers are offered every assistance in establishing their product. Station sales department will advise and cooperate in dealer promotional campaigns.

♦

WBBR

BROOKLYN

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Peoples Pulpit Assn. OPERATED BY: Peoples Pulpit Assn. BUSINESS ADDRESS: 124 Columbia Heights. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brooklyn. TIME ON THE AIR: Shares time.

POLICIES

Station does not sell time.

♦

WCNW

"FIRST STATION ON THE DIAL"

BROOKLYN—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Arthur Faske. OPERATED BY: Same. BUSINESS ADDRESS: 846 Flatbush Ave. PHONE: Ingersoll 2-1500, 6000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 180 Morgan Ave. TIME ON THE AIR: 7:00 A.M. to local sunset (daily); 9:00 A.M. to local sunset (Sunday). MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Christian Science Monitor.

PERSONNEL

President .....Arthur Faske
Station Manager .....L. W. Berne
Commercial Manager .....L. W. Berne
Advertising Manager .....J. Ringgold
Artists' Bureau Head .....Roger Wayne
Chief Announcer .....Vincent Anthony
Publicity Director .....J. Ringgold
Musical Director .....Roger Wayne
Chief Engineer .....Arthur Faske

POLICIES

No liquor advertising accepted. All foreign language programs accepted.

Special merchandising department maintained.

♦

WLTH

"THE RADIO THEATRE OF THE AIR"

BROOKLYN—EST. 1925

FREQUENCY: 1400 Kc. POWER: 500 watts.

OWNED BY: The Voice of Brooklyn, Inc. OPERATED BY: The Voice of Brooklyn, Inc. BUSINESS ADDRESS: 105 Second Ave., N. Y. C. PHONE: ORchard 4-1203-4-5. STUDIO ADDRESS: 105 Second Ave., N. Y. C. TRANSMITTER LOCATION: Bklyn. TIME ON THE AIR: Quarter Schedule. NEWS SERVICE: Jewish Telegraphic Agency. TRANSCRIPTION SERVICE: Usual equipment.

PERSONNEL

President.....Samuel J. Gellard
Commercial Manager.....Samuel J. Gellard
Chief Announcer.....Norman H. Warembud
Station Manager.....Samuel J. Gellard
Publicity Director.....Norman H. Warembud
Musical Director.....Scholem Secunda
Chief Engineer.....Norwood Bradshaw

POLICIES

Specialize in Jewish programs.

Merchandising service. 500 of the leading grocery stores in Jewish neighborhoods organized under banner of WLTH to co-operate with food manufacturers. Station's merchandising men call daily on stores.

♦

WMBQ

BROOKLYN—EST. 1927

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Lillian E. Kiefer and Paul J. Gollhofer. OPERATED BY: Same. BUSINESS ADDRESS: 95 Leonard St. PHONE: Stagg 2-9307. STUDIO ADDRESS: 95 Leonard St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 12:00 midnight (under specied hours). MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Paul J. Gollhofer
Station Manager.....Lillian E. Kiefer
Commercial Manager.....Lillian E. Kiefer
Artists Bureau Head.....Lillian E. Kiefer
Chief Announcer.....Anthony Napolitano
Publicity Director.....Lillian E. Kiefer
Musical Director.....Lillian E. Kiefer
Chief Engineer.....Chas. P. Evans

♦

WVFW

"VOICE OF THE VETERANS OF FOREIGN WARS"

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: Paramount Broadcasting Corp. OPERATED BY: Paramount Broadcasting Corp. BUSINESS ADDRESS: One Nevins St. PHONE: TRi 5-0313 TRi 5-2628. STUDIO ADDRESS: One Nevins St. TRANSMITTER LOCATION: Flatbush. TIME ON THE AIR. Shares time with WARD, WBBC and WLTH. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

President.....Harold J. Burke
Station Manager.....Salvatore D'Angelo
Chief Announcer.....Frank Daniels
Musical Director.....L. Delson
Chief Engineer.....Hermann Florez

POLICIES

Liquor advertising not accepted.

♦

WBEN

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 900 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WBEN, Inc. OPERATED BY: WBEN, Inc. and The Buffalo Evening News. BUSINESS ADDRESS: Hotel Statler. PHONE: Cleveland 6400. STUDIO ADDRESS: Hotel Statler. TRANSMITTER LOCATION: Martinsville. TIME ON THE AIR: 7:00 A.M. to midnight EST Tues. and Sun.) 7:00 A.M. to 1:00 A.M. (Mon., Wed., Thurs. and Sat.). NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: Services of affiliated newspaper. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

PERSONNEL

President.....Edward H. Butler
Station Manager.....Edgar H. Twamley
Vice-President.....A. H. Kirchhofer
Commercial Manager.....Clifford M. Taylor
Chief Announcer.....George Torge
Publicity Directors.....Rod Reed; Joe Haeffner
Musical Director.....Erwin Glucksman
Chief Engineer.....Ralph J. Kingsley

POLICIES

No liquor or wines. Will accept beer adv. in programs only—not in announcements. No foreign language accounts accepted.

Will do any type of merchandising at actual cost.

REPRESENTATIVE

Edward Petry & Co., Inc.

♦

WBNY

BUFFALO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Buffalo. TIME ON THE AIR: Shares time. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

General Manager.....Roy L. Albertson

WEBR

"BUFFALO'S FRIENDLY STATION"

BUFFALO—EST. 1924

NBC (Blue)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WEBR, Inc. OPERATED BY: Buffalo Evening News. BUSINESS ADDRESS: 23 W. North St. PHONE: Lincoln 7133. STUDIO ADDRESS: 23 W. North St. TRANSMITTER LOCATION: Larkin Terminal Bldg. TIME ON THE AIR (daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:30 A.M. to midnight. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: News from newspaper affiliate. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....Edward H. Butler
Vice-President.....A. H. Kirchhafer
Station Manager.....Louis W. Kaiser
Commercial Manager.....Wm. Doerr, Jr.
Chief Announcer.....Hamilton Woodle
Chief Engineer.....Lawrence Bailey

POLICIES

No liquor advertising carried. Polish, Italian and German programs carried in special periods.

REPRESENTATIVE

Edward Petry & Co.

♦

WGR

BUFFALO—EST. 1922

MUTUAL-COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buffalo Broadcasting Corp. OPERATED BP: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Bldg. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Amherst. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Buffalo Times (Scripps-Howard) Buffalo Courier Express. NEWS SERVICE: United Press-Buffalo Times. TRANSCRIPTION SERVICE: World Broadcasting System, Inc. Associated Music.

PERSONNEL

Executive Vice-President.....I. R. Lounsberry
Advertising Manager.....A. F. Busch
Program Director.....H. C. Rice
Sales Manager.....Lewis H. Avery
Publicity Director.....A. F. Busch
Chief Engineer.....Karl B. Hoffman

POLICIES

No stated special policies.

REPRESENTATIVE

Free & Peters, Inc.

WKBW

BUFFALO—EST. 1925

MUTUAL—COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 watts. OWNED BY: Buffalo Broadcasting Corp. OPERATED BY: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Building. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Amherst. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Buffalo Times (Scripps-Howard) Buffalo Courier Express. NEWS SERVICES: United Press and Buffalo Times News. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Music.

PERSONNEL

Executive Vice-President.....I. R. Lounsberry
Advertising Manager.....A. F. Busch
Program Director.....Herbert C. Rice
Sales Manager.....Lewis H. Avery
Publicity Director.....A. F. Busch
Chief Engineer.....Karl B. Hoffman

POLICIES

No stated special policies.

REPRESENTATIVE

Free & Peters, Inc.

♦

WSVS

BUFFALO—EST. 1925

FREQUENCY: 1370 Kc. POWER: 50 Watts. OWNED BY: Board of Education. OPERATED BY: Seneca Vocational High School. BUSINESS ADDRESS: Seneca Vocational High School. PHONE: Filmore 7190. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M. and 2:00 P.M. to 3:00 P.M.

PERSONNEL

Station Manager .....Lowell C. Kitchin
Chief Engineer .....Paul J. Doddridge

POLICIES

No sponsored programs, non-commercial station.

♦

WCAD

CANTON—EST. 1923

FREQUENCY: 1220 Kc. POWER: 500 watts. OWNED BY: St. Lawrence University. OPERATED BY: St. Lawrence University. BUSINESS ADDRESS: Canton. PHONE: 276. STUDIO ADDRESS: Canton. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 12:30 to 1:30—3:00 to 400 (daily except Sunday). NEWS SERVICE: Christian Science Monitor.

PERSONNEL

President.....Dr. Laurens H. Seelye
Station Manager.....H. K. Bergman
Chief Announcer.....Robt. Frear
Musical Director.....H. Wellington Stewart
Chief Engineer.....Dr. Ward C. Priest
Radio Workshop Director.....Ruth Willard

POLICIES

Non-commercial station.

♦

WESG

ELMIRA—EST. (1921 as WEAI) 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 1000 Watts. OWNED BY: Cornell University. OPERATED BY: Elmira Star Gazette, Inc. (Commercially). BUSINESS ADDRESS: Mark Twain Hotel. PHONE: 5959-5181. STUDIO ADDRESS: Mark Twain Hotel. TRANSMITTER LOCATION: Forrest Home, N. Y. TIME ON THE AIR: 7:15 A.M. to sundown (New Orleans). NEWSPAPER AFFILIATIONS: Elmira Star Gazette, Inc., Elmira Sunday Telegram, Elmira Advertiser (all Gannett). United Press and Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Station Manager.....Dale L. Taylor
Commercial Manager.....Dale L. Taylor
Sales Manager.....Ernest Oliver
Publicity Director.....Glenn Williams
Musical Director.....Harry Springer
Chief Engineer.....True McLean

POLICIES

Does not accept wine, liquor or beer advertising. Foreign language accounts acceptable with English translations. No medicinal advertising that deals in bodily functions.

Station will render reasonable merchandising service on minimum 26-time program order.

REPRESENTATIVE

J. P. McKinney & Sons

♦

WGBB

"LONG ISLAND'S BROADCASTING STATION"

FREEPORT—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: H. H. Carman. OPERATED BY: Same. BUSINESS ADDRESS: 44 S. Grove St. PHONE: Freeport 2418. STUDIO ADDRESS: 44 S. Grove St. TRANSMITTER LOCATION: 215 Bedell St. TIME ON THE AIR: Shares time. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Owner.....H. H. Carman
Advertising Manager.....H. H. Carman

RADIO
BROADCASTING
ATLAS

5 Large Maps
Counties-Cities
U. S. and Canada
Density Study
Range Table
2 Colors

$5.00

RADIO
PROMOTION

Research
Market Analysis
Data Folders
Trade Advertising
Brochures
Maps

Individual Treatment
Distinctive Design
COMPLETE AGENCY SERVICE

CLIENTS
INCLUDE

Printers' Ink Monthly
(Market Explorations)

Broadcasting
(Radio Outline Map)

Radio Art
(Market Data)

40 Broadcasting
Stations

WALTER P. BURN & ASSOCIATES
7 WEST 44th STREET • NEW YORK • MURRAY HILL 2-7462

Chief Announcer ..... J. Dudley
Station Manager ..... H. H. Carman
Publicity Director ..... A. Cheesman
Chief Engineer ..... A. E. Granbacka

POLICIES

Continuity must be submitted with English translation for station approval on foreign language programs.

♦

WJTN

"YOUR FRIEND AND NEIGHBOR"

JAMESTOWN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: James Broadcasting Co., Inc. OPERATED BY: James Broadcasting Co., Inc. BUSINESS ADDRESS: Wellman Bldg. PHONE: 7-151-2. STUDIO ADDRESS: Wellman Bldg. TRANSMITTER LOCATION: Jones and Gifford Ave. TIME ON THE AIR: (daily) 7:30 A.M. to 12:00 midnight (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Library.

PERSONNEL

President ..... H. C. Wilder
Station Manager ..... Bosil F. Blizzard
Commercial Manager ..... Simon Goldman
Artists Bureau Head ..... Gardner Smith
Chief Announcer ..... Jon Costley
Sales Manager ..... Charles Denny
Publicity Director ..... G. T. Callison
Musical Director ..... G. T. Callison
Chief Engineer ..... Harold J. Kratzert

POLICIES

Beer and light wine advertising accepted. No hard liquor advertising accepted.

No restrictions on foreign language accounts.

Competent staff is available to completely merchandise any type of commercial program.

REPRESENTATIVE

Paul H. Raymer Company

♦

WGNY

"THE ONLY STATION BETWEEN NEW YORK AND ALBANY"

NEWBURGH—EST. 1933

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Peter Goelet. OPERATED BY: Same. BUSINESS ADDRESS: 161 Broadway. PHONE: Newburgh 4600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cuchecton Turnpike. TIME ON THE AIR: Part time schedule. NEWS SERVICE: Local news. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President ..... Peter Goelet
Station Manager ..... Peter Goelet
Chief Engineer ..... Irwin Moison

POLICIES

Accept foreign language commercials subject to approval of station management. Accept liquor accounts subject to strict regulation as to time of broadcast to avoid public offense. All copy subject to station approval.

Merchandising: Will co-operate with advertiser in setting up any advertising campaign, using any medium in conjunction with radio.

♦

WABC

CBS KEY STATION

NEW YORK CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 860 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 485 Madison Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Wayne Township, N. J. TIME ON THE AIR: Sunday, 8:00 A.M. to 1:00 A.M.; Weekdays, 6:45 A.M. to 1:00 A.M. NEWS SERVICE: Press-Radio. TRANSCRIPTION SERVICE: A. M. P. (Transcriptions to 9:00 A.M. only).

PERSONNEL

(For personnel see listing of Columbia Broadcasting System, Inc., under networks.)

POLICIES

For policies see listing of Columbia Broadcasting System, Inc., under networks.

REPRESENTATIVE

Radio Sales

♦

WBIL

NEW YORK—EST. 1937

FREQUENCY: 1100 Kc. POWER: 5000 watts. OWNED BY: Arde Bulova. OPERATED BY: International Broadcasting Corp. BUSINESS ADDRESS: 132 West 43rd St. PHONE: BRyant 9-6080. STUDIO ADDRESS: 132 W. 43rd St. TRANSMITTER LOCATION: Kearny, N. J. TIME ON THE AIR: (daily 6:00-8:00 P.M. (Friday) 2:00-3:00 P.M. (Sunday) 3:15-4:30—8:00-9:15 P.M. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

Station Manager ..... H. Kiczales
Commercial Manager ..... H. Kiczales
Program Director ..... John C. Schramm
Sales Manager ..... Ralph Nardella
Publicity Director ..... Ed Dukoff
Musical Director ..... Julio Occhiboi
Chief Engineer ..... Robert E. Study

POLICIES

No hard liquor accounts. Foreign language programs restricted to Italian.

WBNX

"THE STATION THAT SPEAKS YOUR LANGUAGE"

NEW YORK—EST. 1927

FREQUENCY: 1350 Kc. POWER: 1000 Watts. OWNED BY: WBNX Broadcasting Co., Inc. OPERATED BY: WBNX Broadcasting Co., Inc. BUSINESS ADDRESS: 260 E. 161 St. PHONE: Melrose 5-0333-4-5-6-7. STUDIO ADDRESS: 260 E. 161st St. TRANSMITTER LOCATION: Cliffside Park, N. J. TIME ON THE AIR: 9:00 A.M. to midnight. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....A. L. Haskell
Station Manager.....W. C. Alcorn
Commercial Manager.....S. W. Caulfield
Production Manager.....Edw. Ervin
Sales Manager.....W. I. Moore
Publicity Director.....Frank Johnson
Musical Director.....Arno Arriga
Consult. Engineer.....H. L. Wilson

POLICIES

Station specializes in foreign language programs.

Merchandising: Distribution of exclusive brochures and circulars containing comprehensive statistics concerning foreign populations the station serves. Figures showing population of each nationality, buying power of such populations, radio sets, mail response to established, current programs, etc.

WEAF

NEW YORK—EST. 1922

KEY STATION NBC (RED)

FREQUENCY: 660 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza. PHONE: CIrcle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bellmore, Long Island. TIME ON THE AIR: (daily) 7:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: Press Radio.

PERSONNEL and POLICIES

Will Be Found Under NETWORKS

♦

WEVD

NEW YORK—EST. 1927

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Debs Memorial Radio Fund. OPERATED BY: Same. BUSINESS ADDRESS: 160 W. 44th St. PHONE Bryant 9-2360. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1335 Grand St., Bklyn. TIME ON THE AIR: Part time schedule.

PERSONNEL

President .....Adolph Held
Station Manager .....Henry Greenfield
Chief Announcer .....Ev. Suffens

MR. WATSON: Why is WBNX so successful in foreign languages, Mr. Holmes?

MR. HOLMES: "Primary" my dear Watson. Come, follow me.

Foreign Population in Primary Area—	
Jewish	1,890,300
Italian	1,522,946
German	1,236,758
Polish	661,170
Spanish	200,000
Total	5,511,174

AND THEY ALL LISTEN TO

WBNX New York

1000 Watts Day and Night

THE STATION THAT SPEAKS YOUR LANGUAGE

Publicity Director .....George Field
Musical Director .....Nicholas Saslavsky
Chief Engineer .....Charles Brown

POLICIES

No stated special commercial program policies.

Renders merchandising service in foreign language field. Have trade contacts to promote distribution.

♦

WFAB

"THE VOICE OF THE FOREIGN LANGUAGE"

NEW YORK—EST. 1932

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Fifth Ave. Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 29 W. 57th St. PHONE: Plaza 8-1177-8-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: Divides time (6 hours daily). NEWS SERVICE: Press Radio Bureau.

PERSONNEL

President .....Paul F. Harron
Station Manager .....Joseph Lang
Commercial Manager .....Joseph Lang
Chief Announcer .....Frank Kreuger
Musical Director .....B. Feidler
Chief Engineer .....A. Turecki

POLICIES

Wine and beer accepted. No liquor before 9 P.M. Specializes in foreign language accounts.

♦

WHN

"DIAL 1010"

NEW YORK—EST. 1922

WLW LINE—Special NBC Hookup

FREQUENCY: 1010 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Marcus Loew Booking Agency; OPERATED BY: Marcus Loew Booking Agency. BUSINESS ADDRESS: 1540 Broadway. PHONE: BRyant 9-7800. STUDIO ADDRESS: 1540 Broadway. TRANSMITTER LOCATION: Astoria, L. I. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Nicholas Schenck
Station Manager.....L. K. Sidney
Commercial Manager.....Herbert L. Pettey
Advertising Manager.....Herbert L. Pettey
Artists Bureau Head.....Leo Cohen
Chief Announcer.....Russell Clancy
Sales Manager.....Herbert L. Pettey
Publicity Director.....Al Simon
Musical Director.....Don Albert
Chief Engineer.....G. R. Windham

POLICIES

Does not carry foreign language programs.

WHOM

(See Jersey City, N. J.)

♦

WINS

"W-I-N-S, WINS, NEW YORK"

NEW YORK—EST. 1924

COLONIAL—YANKEE

FREQUENCY: 1180 Kc. POWER: 1000 Watts. OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 110 East 58th St. PHONE: EL-5-6100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 6:30 A.M. to 2 hours after local sunset, E.S.T. NEWSPAPER AFFILIATIONS: New York Journal American, New York Daily Mirror. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated and Langlois & Wentworth.

PERSONNEL

Station Manager.....Albert A. Cormier
Chief Announcer.....Wm. Harding
Program Director.....Albert A. Grobe
Sales Manager.....A. B. Schillin
Publicity Director.....Sylvia Press
Musical Director.....Louis Katzman
Chief Engineer.....Robert Cotton
Continuity Director.....Edward Cleland

POLICIES

Does not carry liquor or foreign language accounts. Programs close one week in advance of broadcast. Talks, programs, continuities, must be submitted at least one week in advance for review by Program Dept.

Merchandising: Bus card advertising—newspaper publicity. Complete merchandising service, available to all advertisers at cost.

REPRESENTATIVE

Hearst Radio, Inc.

♦

WJZ

NEW YORK—EST. 1921

KEY STATION NBC (BLUE)

FREQUENCY: 760 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza, N. Y. PHONE: CIrcle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bound Brook, N. J. TIME ON THE AIR: (daily) 7:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1.00 A.M. NEWS SERVICE: Press Radio News, United Press.

PERSONNEL and POLICIES

Will Be Found Under NETWORKS

♦

WMCA

"NEW YORK'S OWN STATION AT THE TOP OF THE DIAL"

NEW YORK—EST. 1925

INTER-CITY BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Knickerbocker Broadcasting Co.

OPERATED BY: Knickerbocker Broadcasting Co. BUSINESS ADDRESS: 1657 Broadway. PHONE: Circle 6-2200. STUDIO ADDRESS: 1657 Broadway. TRANSMITTER LOCATION: Flushing, L. I. TIME ON THE AIR: 7:00 A.M. to 1:15 A.M. NEWS SERVICES: International and Universal News Services and Press Radio News. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Program Library and Standard Radio.

PERSONNEL

President.....Donald Flamm
Station Manager.....Donald Flamm
Commercial Manager.....Bertram Lebhar, Jr.
Advertising Manager.....Al Rose
Artists' Bureau Head.....Chas. Wilshin
Chief Announcer.....Bob Carter
Sales Manager.....Bertram Lebhar, Jr.
Publicity Director.....Leon Goldstein
Musical Director.....Nat Brusiloff
Chief Engineer.....Frank Marx

POLICIES

Will accept liquor advertising. Foreign language broadcasts not accepted. All advertising subject to station approval and to Federal, State or Municipal decisions, laws and regulations.

REPRESENTATIVE

Ray Linton (Chicago Office)

WNEW

"SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY"

NEW YORK—EST. 1934

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Wodaam Corp. OPERATED BY: WBO Broadcasting Corp. BUSINESS ADDRESS: 501 Madison Ave. PHONE: Plaza 3-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 24 hours a day, except Sunday and Monday. (Sunday) 10:00 A.M. to 12:30 P.M. and 6:30 to 9:00 P.M.; (Monday) 7:00 A.M. to 2:00 P.M. and 5:00 P.M. to 8:00 P.M. and 10:00 P.M. to Sunday morning at 7:00 A.M. NEWS SERVICE: Press Radio Bureau, International News Service and local news by staff. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Complete facilities.

PERSONNEL

President .....Milton Biow
Station Manager .....Bernice Judis
Sales Manager .....Herman Bess
National Sales Manager.....Wally Duncan
Artist Bureau Head .....Bernice Judis
Chief Announcer .....John Jaeger
Chief Engineer .....M. J. Weiner
Musical Director .....Max Pitt
Publicity Director .....Larry Nixon

CRP CRP CRP CRP CRP CRP CRP CRP CRP

CONTINENTAL RADIO PRESS

INCORPORATED

•

LOCAL NEWS

•

SPECIALIZED NEWS

•

FEATURE NEWS

The Perfect Supplement to the Perfect Newscast

Ted Christie
Editor
CH 4-5800

CRP

576 Fifth Ave.
New York City

CRP CRP CRP CRP CRP CRP CRP CRP CRP

71%

Of our advertisers have renewed or increased their time on the air in the past six months.

THERE'S A REASON!

LET'S TELL YOU WHY!!!

WHOM

FULL TIME OPERATION
7 A. M. to Midnight
29 W. 57th St. New York
PLaza 3-4204

POLICIES

No foreign language programs. No special restrictions except those of good taste and the FCC.

REPRESENTATIVE

Wm. G. Rambeau Company

♦

WNYC

"NEW YORK CITY'S OWN STATION"

NEW YORK—EST. 1924

FREQUENCY: 810 Kc. POWER: 1000 watts. OWNED BY: City of New York. OPERATED BY: Municipal Broadcasting System. BUSINESS ADDRESS: Municipal Bldg. PHONE: WOrth 2-4740. STUDIO ADDRESS: Municipal Bldg. TRANSMITTER LOCATION: Greenpoint, Bklyn. TIME ON THE AIR: 7:00 A.M. to sunset (Minn., Minn.). NEWS SERVICE: International News Service.

PERSONNEL

Station Manager.....Morris S. Novick
Chief Announcer.....T. H. Cowan
Program Director.....Seymour N. Siegel
Publicity Director .....J. J. Auerbam
Musical Director.....Herman Neuman
Chief Engineer.....Isaac Brimberg

POLICIES

Non-commercial station.

♦

WOR

(See Newark, N. J.)

♦

WOV

NEW YORK—EST. 1926

FREQUENCY: 1130 Kc. POWER: 1000 watts. OWNED BY: International Broad. Corp. OPERATED BY: International Broadcasting Corp. BUSINESS ADDRESS: 132 W. 43rd St. PHONE: BRyant 9-6080. STUDIO ADDRESS: 132 W. 43rd St. TRANSMITTER LOCATION: Secaucus, N. J. TIME ON THE AIR: (daily) 8:00 A.M. to 6:00 P.M. (Off Fridays) 2:00-:300 P.M. (Sundays) 3:15-4:30 P.M. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

Station Manager.....H. Kiczales
Program Director.....John C. Schramm
Sales Manager.....Ralph Nardella
Publicity Director.....Ed Dukoff
Musical Director.....Julio Occhiboi
Chief Engineer.....Robert E. Study

POLICIES

No hard liquors accounts. Foreign language programs restricted to Italian.

WQXR

"NEW YORK'S HIGH-FIDELITY STATION"

NEW YORK—EST. 1934

FREQUENCY: 1550 Kc. POWER: 1000 watts. OWNED BY: Interstate Broadcasting Co., Inc. OPERATED BY: Interstate Broadcasting Co., Inc. BUSINESS ADDRESS: 730 5th Ave. PHONE: COlumbus 5-6366. STUDIO ADDRESS: 730 Fifth Ave. TRANSMITTER LOCATION: Long Island City. TIME ON THE AIR: Full Time. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....John V. L. Hogan
Station Manager.....Elliott M. Sanger
Commercial Manager.....Elliott M. Sanger
Sales Manager.....Norman S. McGee
Publicity Director.....Dorothea Beckmann
Musical Director.....Eddy Brown
Chief Engineer.....Russell Valentine

POLICIES

No foreign language programs.

All commercial announcements must be brief and restricted to good taste.

♦

WHDL

"SERVING THE HIGH GRADE OIL METROPOLIS OF THE WORLD"

OLEAN—EST. Tupper Lake, 1928; Olean, 1934

QUAKER STATE

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: WHDL, Inc. OPERATED BY: WHDL, Inc. BUSINESS ADDRESS: Main Office—601-619 Exchange National Bank Bldg. Branch office—Citizens Nat'l Bank Bldg., Bradford, Pa. PHONE: Bradford 6000; Olean 3300, 4666 and 7122. STUDIO ADDRESS: Exchange National Bank Bldg.; Citizens Nat'l Bank Bldg. Bradford; St. Bonaventure College, Allegheny, Pa.; Alfred University, Alfred. TRANSMITTER LOCATION: Allegany. TIME ON THE AIR: Full daytime (EST). NEWSPAPER AFFILIATION: Olean Times-Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Radio Bands, Inc., NBC Thesaurus.

PERSONNEL

President.....E. B. Fitzpatrick
Station Manager.....Leonard L. Hofmann
Commercial Manager.....L. L. Hofmann
Advertising Manager.....L. L. Hofmann
Artists Bureau Head.....Russ Brinkley
Chief Announcer.....Thomas L. Brown
Sales Manager (Bradford, Pa.)
David W. Jeffries
Musical Director.....John Fitzgerald
Chief Engineer.....Hubert Hathaway

POLICIES

Accepts no liquor, wine or beer advertising; accepts no laxative accounts; no contingent accounts; foreign language programs only on special occasions and at certain hours.

A merchandising and promotion department maintained.

REPRESENTATIVE

Wellman Advertising Service

♦

WMFF

"THE NORTH COUNTRY'S OWN STATION"

PLATTSBURG—EST. 1935

MOHAWK BROADCASTING SYSTEM—CHAMPLAIN VALLEY BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Plattsburg Broadcasting Corp. OPERATED BY: Plattsburg Broadcasting Corp. BUSINESS ADDRESS: Hotel Cumberland. PHONE: 802-3. STUDIO ADDRESS: Hotel Cumberland. TRANSMITTER LOCATION: Boynton Ave. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE NBC Thesaurus.

PERSONNEL

President.....E. H. Bragg
Station Manager.....George F. Bissell
Commercial Manager.....George Bissell
Artists Bureau Head.....Earl Baker
Chief Announcer.....Lyle Bosley
Sales Manager.....M. Learned
Publicity Director.....John Farquhar
Musical Director.....Kenneth Bell
Chief Engineer.....Robert Mathewson

POLICIES

No special restrictive policies.

No merchandising service. Except that gratis service will be given to pre-announcements or brief previews of programs and telephone calls to dealers and/or distributors within local exchange limits.

REPRESENTATIVE

Weed & Company

♦

WHAM

"THERE'S NOTHING FINER THAN A "STROMBERG-CARLSON"

ROCHESTER—EST. 1927

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1150 Kc. POWER: 50,000 watts. OWNED BY: Stromberg-Carlson. OPERATED BY: Stromberg-Carlson. BUSINESS ADDRESS: 111 East Ave. PHONE: Stone 1862-3-4. STUDIO ADDRESS: 111 East Ave. TRANSMITTER LOCATION: Victor. TIME ON THE AIR: 6:25 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Wesley M. Angle
Station Manager.....William Fay
Commercial Manager.....Frank W. Kelly
Chief Announcer.....Lew Stark
Sales Manager.....Frank W. Kelly
Publicity Director.....Arthur Kelly
Musical Director.....Chas. Siverson
Chief Engineer.....John J. Long

POLICIES

No liquor. No foreign language.

Merchandising through general assistance in calling on trade—circulating letters, etc.

REPRESENTATIVE

Craig & Hollingberry, Inc.

♦

WHEC

"YOUR FRIENDLY STATION"

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WHEC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 40 Franklin St. PHONE: Stone 1320-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Read Blvd. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Gannett Newspapers, Inc. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

PERSONNEL

Vice-President.....Clarence Wheeler
Commercial Manager.....L. C. Wheeler
Program Director.....Morden Buck
General Manager.....Gunnar O. Wiig
Publicity Director.....Ross Woodbridge
Musical Director.....J. Gordon Baldwin
Chief Engineer.....Maurice H. Clarke

POLICIES

No wine, beer or liquor. Foreign languages accepted up to certain percentage point of entire structure.

Merchandising: Direct mail, dealer contacts, counter displays. Has own full page column in daily morning and evening papers.

REPRESENTATIVE

Paul H. Raymer Company

♦

WSAY

"ROCHESTER'S FRIENDLY STATION"

ROCHESTER—EST. 1936

MOHAWK VALLEY BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Brown Radio Service & Laboratory. OPERATED BY: Same. BUSINESS AD-

DRESS: 300 Taylor Bldg. PHONE: Stone 702-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Local news.

PERSONNEL

Owner & General Manager..Gordon P. Brown
Commercial Manager .....E. K. Johnson
Chief Announcer .....M. Nusbaum
Station Manager .....Gordon P. Brown
Sales Manager .....E. K. Johnson
Program Director .....Ken Sparnon
Musical Director .....Ken Sparnon
Chief Engineer .....Gordon P. Brown

POLICIES

Liquor not accepted. Foreign language programs limited to 3 minutes of copy in any 15 minute unit. Complete control and supervision retained by the station.

Merchandising service supplied to accounts at our cost.

♦

WNBZ

SARANAC LAKE

FREQUENCY: 1290 Kc. POWER: 100 Watts. OWNED BY: Smith and Mace. OPERATED BY: Smith and Mace. BUSINESS ADDRESS: Saranac Lake. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

♦

WGY

"MOST INVITED GUEST IN THE GREAT NORTHEAST"

SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 790 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co. OPERATED BY: Same. BUSINESS ADDRESS: 1 River Road. PHONE: 4-2211, Ext. 2141. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Schenectady. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily). 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President .....Gerard Swope
Station Manager.....Kolin Hager
Program Manager.....A. O. Coggeshall
Sales Promotion Director.....A. MacDonald
Artists Bureau Head.....Kolin Hager
Chief Announcer.....Chester Vedder
Sales Manager.....Kolin Hager (temporary)
Publicity Director.....W. T. Meenam
Musical Director.....Gordon Randall
Chief Engineer.....W. J. Purcell

POLICIES

Does not accept foreign language broadcasts, monument or mortuary accounts, liquor advertising, beer advertising on less than 15-minute programs, cathartic accounts; astrology or graphology broadcasts, body deodorants, and some medical accounts.

Merchandising: On request will make three advance announcements on new program serials of 13 weeks minimum, or change in time of programs; will make up on NBC letterheads announcements to dealers and distributors re: new programs (at cost to client); miscellaneous merchandising services, surveys, dealer and distributor contacts, etc. at minimum cost to client.

REPRESENTATIVE

National Broadcasting Co., Inc.

♦

WFBL

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Onondaga Radio Broadcasting Corp. OPERATED BY: Onondaga Radio Broadcasting Corp. BUSINESS ADDRESS: Onondaga Hotel. PHONE: 2-1147. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Syracuse. TIME ON THE AIR: Unlimited. NEWS SERVICE: International News. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

General Manager.....S. Woodworth
Vice-President.....Robert G. Soule
Commercial Manager.....Charles F. Phillips

POLICIES

Merchandising service includes dealer contacts by mail and messenger; cooperation in the preparation of display material for local use and the distribution of such material.

REPRESENTATIVE

Free & Peters, Inc.

♦

WSYR

"VOICE OF CENTRAL NEW YORK"

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 570 Kc. POWER: 1000 watts. OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 224 Harrison St. PHONE: 3-0158-9—0150. STUDIO ADDRESS: 224 Harrison St. TRANSMITTER LOCATION: Valley Drive. TIME ON THE AIR: (Daily) 6:00 A.M. to 12:00 midnight. (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE. Standard Radio.

PERSONNEL

President.....Harry C. Wilder
Commercial Manager.....Chas. Denny

SURVEYS—RESEARCH—TESTS

— SALES RESULTS —

COMBINE TO PROVE THAT

WSYR

NOW LEADS IN

POPULARITY

AND

COVERAGE

IN THE RICH SYRACUSE AREA

WSYR SYRACUSE

UNDER SAME MANAGEMENT — WNBX, SPRINGFIELD, VT. — WJTN, JAMESTOWN, N. Y.

WFBL

SYRACUSE

Nationally recognized as the leader in a nationally-recognized

"TEST" MARKET

Syracuse—a city of 221,785 population in which no single industrial or commercial interest holds dominant sway . . . a city with 56 separate industries, situated in the heart of a thriving agricultural section.

Measured by per-capita income, by home ownership, by auto registrations, residence phones or radio-equipped homes, Syracuse presents an ideal picture of the average American community.

And by every check . . . by advertising volume and sales records . . . by personal and telephone interviews . . . Syracusans are influenced most by one radio station. That station is WFBL—member of the basic Columbia network.

For complete data regarding Syracuse as a market . . . for a complete analysis of WFBL coverage of that market . . . and for station rates and time available . . . phone or write to

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

110 East 42nd Street, NEW YORK CITY
180 North Michigan Avenue, CHICAGO
403 New Center Bldg., DETROIT
111 Sutter Street, SAN FRANCISCO
Chamber of Commerce Bldg., LOS ANGELES

Artists Bureau Head.....Fred Jeske
Chief Announcer.....Nick Stemmler
Station Manager.....Fred R. Ripley
Publicity Director.....Woodbury Carter
Musical Director.....Victor Miller
Chief Engineer.....Armand Belle Isle

POLICIES

No liquor advertising—present only programs advertising beer and wine.

Merchandising department cooperating with all national and local advertisers to exploit programs.

REPRESENTATIVE

Paul Raymer Company

♦

WSYU*

SYRACUSE

NBC (BLUE)

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Syracuse. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Operates on WSYR Time.

POLICIES

Station does not sell time.

* Operated by WSYR for exclusive use of Syracuse University.

♦

WHAZ

TROY—EST. 1922

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Rensselaer Polytechnic Institute. OPERATED BY: Rensselaer Polytechnic Institute. BUSINESS ADDRESS: Troy. PHONE: Troy 6810. STUDIO ADDRESS: Troy. TRANSMITTER LOCATION: Troy. TIME ON THE AIR: 6:00 P.M. to midnight (Monday only).

PERSONNEL

President.....Dr. W. O. Hotchkiss
Commercial Manager.....Miss M. Bounds
Chief Announcer.....Bob Chalfant
Station Manager.....W. J. Williams
Sales Manager.....W. C. Stoker
Publicity Director.....A. Olin Niles
Musical Director.....A. Olin Niles
Chief Engineer.....H. D. Harris

POLICIES

Does not accept liquor or foreign language accounts.

♦

WIBX

UTICA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WIBX, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 187 Genesee St. PHONE: 2-2101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Schuyler St., Marcy. TIME ON THE AIR: (daily) 6:00 A.M. to 1:00 A.M. (Sunday) 9:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....Scott H. Bowen
Station Manager.....Dale Robertson
Commercial Manager.....A. W. Triggs
Chief Announcer.....Al Guild
Program Director.....Elliott Stewart
Publicity Director.....Ken Thomas
Musical Director.....Walter Griswold
Chief Engineer.....David Foote

POLICIES

Liquor and foreign language accounts accepted subject to station approval.

Merchandising: Via letters to trade, dealer contacts, window displays, theater lobby displays, personal contacts with retailers and wholesalers, also letters to listeners.

REPRESENTATIVE

Craig & Hollingbery

♦

WFAS

"NEW YORK'S HEARTHSIDE"

WHITE PLAINS—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Westchester Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Roger Smith Hotel. PHONE: White Plains 8353. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time Schedule. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Christian Science Monitor. TRANSCRIPTION SERVICE: Langlois & Wentworth, Inc.

PERSONNEL

President.....Frank A. Seitz
Station Manager.....Selma Seitz
Commercial Manager.....B. M. Middleton
Artists' Bureau Head.....Selma Seitz
Chief Announcer.....F. A. Seitz
Sales Manager.....B. M. Middleton
Publicity Director.....Frank A. Seitz
Musical Director.....Randall Kaler
Chief Engineer.....Harry C. Laubenstein
Program Supervisor.....Millicent Tralle

POLICIES

No special program policies.

Merchandising: Classified surveys and business lists furnished at cost. Circular or mail tie-ins for sponsors and programs prepared upon request, and produced at cost.

REPRESENTATIVES

Cox & Tanz (Philadelphia)
Northwest Radio Adv. Co. (Seattle)

♦

WWRL

"THE VOICE OF QUEENS COUNTY"

WOODSIDE—EST. 1926

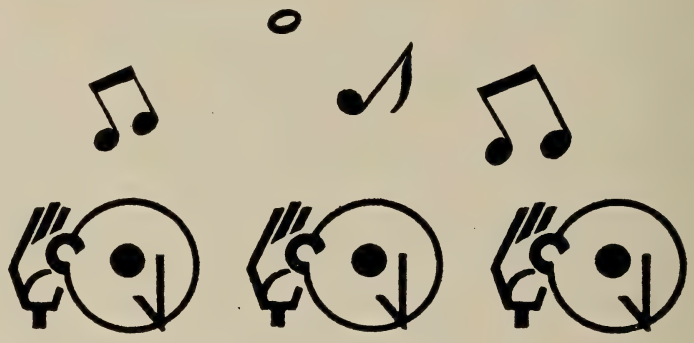
FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: L. I. Broad-

WBT

The SHOWMANSHIP

Station

of the nation★



★Ear-appealing, WBT serves a listening audience larger than the city of Detroit. Dominant, WBT has no single station competitor in serving the population within 100 miles of Charlotte.

WBT, Charlotte, North Carolina. 50,000 watts. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, Birmingham, Los Angeles, San Francisco.

casting Corp. OPERATED BY: L. I. Broadcasting Corp. BUSINESS ADDRESS: 41-30 58th St. PHONE: NEwtown 9-3300-1. STUDIO ADDRESS: 41-30 58th St. TRANSMITTER LOCATION: Woodside. TIME ON THE AIR: Part time schedule. TRANSCRIPTION SERVICE: Lang-Worth Features.

PERSONNEL

President.....W. H. Reuman
Commercial Manager.....Frank R. Clarke
Station Manager.....W. H. Reuman
Advertising Manager.....Walter H. Maier
Chief Announcer.....Lou Cole
Sales Manager.....Frank R. Clarke
Publicity Director.....Edith Dick
Musical Director.....Edw. Feimer
Chief Engineer.....Percy Mead

POLICIES

Station will not accept any liquor accounts. Will accept foreign language accounts including German, Polish, Hungarian, Czechoslovakian, Italian. Translation must be furnished in advance for station approval. Recognized patent medicines accepted if copy conforms to station standards; all copy subject to approval of management.

Merchandising: Cooperate in any service requested, free of charge.

NORTH CAROLINA

Population 3,492,000

Number of Families 702,640 — Number of Radio Homes 389,750

Retail Sales $463,219,000 — Auto Registrations 504,517

WWNC

ASHEVILLE—EST. 1927

NBC (OPTIONAL RED OR BLUE)

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Asheville Citizen-Times Co., Inc. OPERATED BY: Asheville Citizen-Times Co., Inc. BUSINESS ADDRESS: 815 Flatiron Bldg. PHONE: 850. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Asheville. TIME ON THE AIR: Unlimited (actual, 7:30 A.M. to 1:00 A.M.) NEWSPAPER AFFILIATION: Asheville Citizen-Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

PERSONNEL

President.....Don S. Elias
Commercial Manager.....Jamie W. McIver
Program Director.....Ezra A. McIntosh
Production Manager.....Robert W. Bingham
Chief Engineer.....Cecil Hoskins

REPRESENTATIVE

Sear and Ayer

♦

WBT

"THE SHOWMANSHIP STATION OF THE NATION"

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1080 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Columbia Broadcasting System, Inc. BUSINESS ADDRESS: Wilder Bldg. PHONE: 3-7107. STUDIO ADDRESS: Wilder Bldg. TRANSMITTER LOCATION: 10 miles south of Charlotte. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. (daily); 10:00 A.M. to 2:00 A.M. Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Service.

PERSONNEL

President.....Wm. S. Paley
Station Manager.....Wm. A. Schudt, Jr.
Artists' Bureau.....CBS, N. Y.
Program Director.....C. H. Crutchfield
Chief Announcer.....C. H. Crutchfield
Publicity Director.....S. Justice
Musical Director.....John McAllister
Chief Engineer.....J. J. Beloungy

POLICIES

All policies of CBS, Inc., apply.

REPRESENTATIVE

Radio Sales

♦

WSOC

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.
(Red and Blue)

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Radio Station WSOC, Inc. OPERATED BY: Radio Station WSOC, Inc. BUSINESS ADDRESS: Mecklenburg Hotel. PHONE: 7139, 7130, 6655. STUDIO ADDRESS: Mecklenburg Hotel. TRANSMITTER LOCATION: Mecklenburg Hotel. TIME ON THE AIR: 7:00 A.M. to midnight (daily); 9:00 A.M. to midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....E. J. Gluck
Commercial Manager.....W. C. Irwin
Chief Announcer.....Chas. G. Hicks
Sales Promotion Manager
(Adv. and Publ.).....Paul W. Norris
Station Manager.....E. J. Gluck
Musical Director.....Boe Norris
Chief Engineer.....L. L. Caudle

POLICIES

Liquor and foreign language accounts not accepted.

Build-up Announcements calling attention to start of new programs—no charge. Dealer Contacts—personal calls on local dealers to familiarize them with the planned campaign and to enlist their help—no charge. Dealer Mailings — usually used in conjunction with Dealer Contacts, mailings going to out-of-town dealers—postage is chargeable to client, no other charge. Wholesaler Contacts and Mailings—same as Dealer Contacts and Dealer Mailing to wholesale dealer. Publicity—Release of publicity stories throughout run of program on WSOC News Programs. Limited amount of newspaper publicity due to anti-radio attitude of Charlotte dailies. Program Listings in Charlotte Observer and Charlotte News (Sunday editions) and in Mecklenburg Times (weekly). Publicity releases in Mecklenburg Times only (circulation approximately 3,000). No charge.

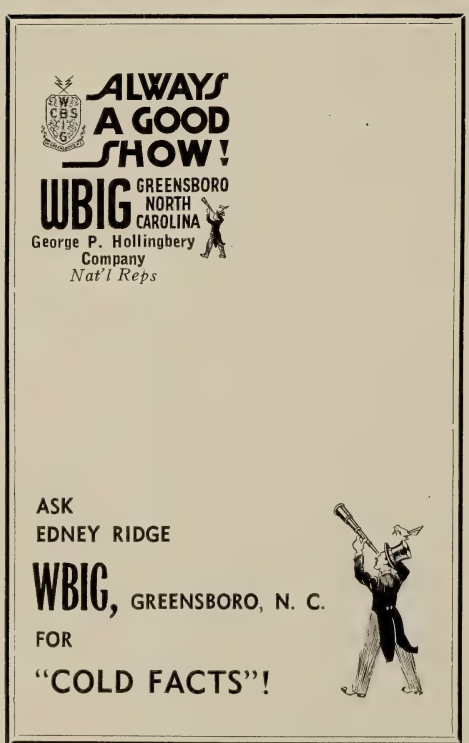
Surveys: Sales or Distribution—contacts with retail and wholesale dealers to determine comparative sales, rate of increase, etc.—no charge. Coincidental Telephone—phone contacts with listeners selected at random from telephone directory to determine comparative listening audience, listener reactions, etc. No charge if made by Merchandising Dept., regular rate if made by local branch Ross-Federal.

Direct Audience Merchandising: Window, Counter and Store Displays—WSOC Merchandising Dept. usually works with client's local representative on this, but can handle independently. No charge if displays are furnished by client. Displays placed outside Charlotte city limits subject to travel of 5c per mile. Theater Tie-in — WSOC maintains exchange service with all first-run Charlotte theaters for trailers and special promotions on pictures starring NBC radio personalities. No charge.

Special Promotions—at the request of client, WSOC will submit specialized promotion campaign for their product. Merchandising Dept. is equipped to carry out any type of campaign mapped out by client.

REPRESENTATIVE

Sears & Ayer



WDNC

"FRIENDLY VOICE OF INDUSTRY AND EDUCATION"

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Herald-Sun Papers. OPERATED BY: Herald-Sun Papers. BUSINESS ADDRESS: Washington Duke Hotel. PHONE: J-1001. STUDIO ADDRESS: Washington Duke Hotel. TRANSMITTER LOCATION: Washington Duke Hotel. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. (daily); 9:00 A.M. to 12:30 A.M. (Sunday); NEWSPAPER AFFILIATION Herald-Sun papers. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....C. C. Council
Station Manager.....J. F. Jarman, Jr.
Commercial Manager.....M. F. Murdaugh
Advertising Manager.....J. F. Jarman, Jr.
Chief Announcer.....Lee Vickers
Sales Manager.....Woody Woodhouse
Publicity Director.....Lee Vickers
Musical Director.....Tom Loeb
Chief Engineer.....R. A. Dalton

POLICIES

Station places discretionary restrictions on all copy, programs, etc., to assure their being in good taste and for the general interest of the public.

Maintains a weekly publicity release which cooperates thoroughly with all local advertisers in merchandising their programs and products. The publicity release has a mailing list of approximately 300 recipients.

REPRESENTATIVE

E. Katz Special Adv. Agency

WBIG

"WE BELIEVE IN GREENSBORO"

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. POWER: 1000 Watts. OWNED BY: North Carolina Broadcasting Co. OPERATED BY: North Carolina Broadcasting Co. BUSINESS ADDRESS: O. Henry Hotel. PHONE: 6125-6. STUDIO ADDRESS. O. Henry Hotel. TRANSMITTER LOCATION: Jefferson Standard Bldg. TIME ON THE AIR: 6:30 A.M. to 12 midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth Program Features, NAB Transcription Service.

PERSONNEL

Station Manager.....Edney Ridge
Commercial Manager.....Edney Ridge
Advertising Manager.....J. T. Causey
Artists' Bureau Head.....Ernie Smith
Chief Announcer.....Ernie Smith
Sales Manager.....Edney Ridge
Publicity Director..Virginia Wilson McKinney
Musical Director.....Fay Kenyon
Chief Engineer.....Earl Allison

POLICIES

No liquor or wines advertised. As less than one-fourth of one per cent of the population in our area is foreign-born, foreign language programs are not accepted.

Does not permit: Exalting gangsters, criminals and racketeers; Disrespect for either parental or other proper authority; Cruelty, greed and selfishness as worthy motivations; Programs that arouse harmful nervous reactions in the child; Conceit, smugness or an unwarranted sense of superiority over others less fortunate may not be presented as laudable; Recklessness and abandon must not be falsely identified with a healthy spirit of adventure; Unfair exploitation of others for personal gain must not be made praiseworthy; Dishonesty and deceit are not to be made appealing or attracitve to the child.

Will permit no broadcasting of any product which describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters which are generally not considered acceptable topics in social groups. This policy specifically excludes the discussion of depilatories, deodorants, and other broadcasting which by its nature presents questions of good taste in connection with radio listening.

Commercial Announcements: In the interest of the audience and advertisers, sets the following maximum allowances for commercial announcements: A maximum of ten per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after six o'clock p.m.; A single exception of the ten per cent ratio will be made on quarter-hour programs, on which an additional allowance for forty seconds will be made; Daytime programs, before six o'clock, will be allowed a maximum of fifteen per cent of the total period for commercial announcements, with an additional forty seconds for quarter-hour programs.

Geared to render national advertisers, either for network or spot programs, complete merchandising service if requested. A department is available to render the following services; contact distributors and jobbers, contact retail outlets, furnish letters to trade, arrange window displays and check placements, place counter cards, arrange to furnish salesmen's route lists, furnish market surveys and render accounts any reasonable service other than actual selling.

Station frequently uses newspaper advertising, display cards, letters, programs, on national, net and spot accounts, and have a number of four by six feet picture frames, containing Columbia and local stars that are constantly being placed in the more important spots in the area to advertise artists on WBIG programs. Station has a mailing list of drug, grocery, department stores and automotive lines, which regularly receive the Wheel of Commerce, house organ, issued frequently, as a merchandising aid. Cooperating in its area with from fifteen to eighteen weekly and semi-weekly newspapers.

REPRESENTATIVE

Craig & Hollingbery, Inc.

♦

WMFR

HIGH POINT—EST. 1936

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Radio Station WMFR, Inc. OPERATED BY: Radio Station WMFR, Inc. BUSINESS ADDRESS: 156½ S. Main St. PHONE: 4593. STUDIO ADDRESS: 156½ S. Main St. TRANSMITTER LOCATION: 156½ S. Main St. TIME ON THE AIR: 6:30 A.M. until local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

PERSONNEL

President.....Wayne M. Nelson
Commercial Manager.....E. Z. Jones
Station Manager.....Wayne M. Nelson
Sales Manager.....E. Z. Jones
Chief Engineer.....E. J. Day

POLICIES

Liquor advertising not accepted. Beer accounts accepted.

Commercial service department adequately meets demands as occasion calls for.

WFTC

"WORLD'S FOREMOST TOBACCO CENTRE"

KINSTON—EST. 1937

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Jonas Weiland. OPERATED BY: Jonas Weiland. BUSINESS ADDRESS: Kinston. PHONE: 1200-1342. STUDIO ADDRESS: Kinston. TRANSMITTER LOCATION: Kinston. TIME ON THE AIR: (daily) 6:30 A.M. to 10:00 P.M.; (Sundays) 8:00 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth.

PERSONNEL

President.....Jonas Weiland
Commercial Manager.....Jonas Weiland
Advertising Manager.....C. Morgan
Chief Announcer.....Frank Harden
Publicity Director.....Bob Wasdon
Musical Director.....Jimmy Barber
Chief Engineer.....Harry Layman

POLICIES

No stated special policies.

♦

WPTF

"WE PROTECT THE FAMILY"

RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY

FREQUENCY: 680 Kc. POWER: 5000 Watts. OWNED BY: WPTF Radio Co. OPERATED BY: WPTF Radio Co. BUSINESS ADDRESS: 324 Fayetteville. PHONE: 3007-8-9. STUDIO ADDRESS: 324 Fayetteville. TRANSMITTER LOCATION: Cary. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICES: United Press, Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth.

PERSONNEL

President.....J. R. Weatherspoon
Station Manager.....Richard H. Mason
Sales Manager.....John H. Field, Jr.
Publicity Director.....J. B. Clark
Chief Engineer.....Henry Hulick

POLICIES

Liquor advertising not accepted. Foreign language accounts not accepted.

Merchandising includes: Direct mail, personal calls, studio display, and window.

REPRESENTATIVE

Free & Peters, Inc.

♦

WEED

"VOICE OF EASTERN CAROLINA"

ROCKY MOUNT—EST. 1933

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: W. Avera Wynne. OPERATED BY: W. Avera Wynne. BUSINESS ADDRESS: Rocky Mount. PHONE: 1420. STUDIO ADDRESS: Rocky Mount. TRANSMITTER LOCATION: Rocky Mount. TIME ON THE AIR: 6:45 A.M. to 8:00 P.M. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, NAB Library.

PERSONNEL

Station Manager.....W. Avera Wynne
Commercial Manager.....B. W. Frank
Advertising Manager.....Bernard Proctor
Musical Director.....Don O'Connor

POLICIES

No liquor accounts accepted.

♦

WMFD

WILMINGTON—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: R. A. Dunlea. OPERATED BY: R. A. Dunlea. BUSINESS ADDRESS: 320 N. Front St. PHONE: 3. STUDIO ADDRESS: 320 N. Front St. TRANSMITTER LOCATION: 320 N. Front St. TIME ON THE AIR: 7:00 A.M. to 7:00 P.M. NEWS SERVICES: Transradio Press, Christian Science Monitor. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....R. A. Dunlea
Commercial Manager.....S. Sternberger
Chief Announcer.....H. W. Lee
Station Manager.....R. A. Dunlea
Musical Director.....H. W. Lee
Chief Engineer.....R. Plank

POLICIES

No liquor advertising accepted.

REPRESENTATIVE

J. J. Devine & Associates

♦

WGTM

"WORLD'S GREATEST TOBACCO MARKET"

WILSON—EST. 1937

FREQUENCY: 1310 Kc. POWER 100 Watts. OWNED BY: H. W. Wilson and Ben Farmer. OPERATED BY: H. W. Wilson and Ben Farmer. BUSINESS ADDRESS: 115 W. Nash St. PHONE: 2188. STUDIO ADDRESS: 115 W. Nash St. TRANSMITTER LOCATION: two miles south of Wilson on highway No. 301. TIME ON THE AIR: 7:00 A.M. to local sunset (EST). NEWS SERVICE: United Press and local news. TRANSCRIPTION SERVICES: C. P. MacGregor and Standard Radio.

PERSONNEL

Station Manager.....H. W. Wilson
Commercial Manager.....Allen Wanamaker
Advertising Manager.....Allen Wanamaker
Chief Announcer.....Bill Steadman
Publicity Director.....Bill Steadman
Musical Director.....Miss Clyde Lee
Chief Engineer.....Ben Farmer

POLICIES

No liquor advertising is accepted. No drugs that are not recommended by resident physician and no foreign language account nor any communistic speech or radical speakers that are not strictly in keeping with the Administration and good government.

Frequent novelty stunt advertising and direct mail advertising and window cards are used in connection with the sponsors campaign to help merchandise his product.

REPRESENTATIVE

Bryant, Griffith & Brunson, Inc.

♦

WAIR

WINSTON-SALEM—EST. 1937

FREQUENCY: 1250 Kc. POWER: 250 Watts. OWNED BY: C. G. Hill, George D. Baker, and S. H. Baker. OPERATED BY: C. G. Hill, George D. Walter, and S. H. Walker. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 21133-4. STUDIO ADDRESS: Robert E. Lee Hotel. TRANSMITTER LOCATION: Reynolds Park. TIME ON THE AIR: 6:00 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, World Broadcasting System, NAB Library.

PERSONNEL

Station Manager.....George D. Walker
Commercial Manager.....C. G. Hill
Artists' Bureau Head.....Charles Keaton
Chief Announcer.....Donald Gardiner
Publicity Director.....H. I. Moseley
Musical Director.....Charles Keaton
Chief Engineer.....E. F. Downey

POLICIES

Accepts beer advertising. Does not accept foreign language programs.

Station maintains a merchandising department which is equipped with duplicating machines and all necessary equipment to offer direct mail tie-ins. The station also maintains a complete photographic department equipped with Leica and Graflex cameras for obtaining pictures of artists and shows.

Also publishes a news sheet twice each month giving complete information on new business, outstanding shows and articles of general interest to broadcasters and clients.

REPRESENTATIVE

Bryant, Griffith & Brunson

♦

WSJS

WINSTON-SALEM—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Piedmont Pub. Co. OPERATED BY: Piedmont Pub. Co. BUSINESS ADDRESS: 416-420 N. Marshall St. PHONE: 4141. TRANSMITTER LOCATION: 416-420 N. Marshall St. TIME ON THE AIR: 7:00 A.M. to midnight (daily; 8:30 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: Winston-Salem Journal, Twin City Sentinel. TRANSCRIPTION SERVICES: Standard Radio and Lang-Worth.

PERSONNEL

Station Manager.....N. L. O'Neil
Chief Announcer.....John Miller
Sales Manager.....N. L. O'Neil
Publicity Director.....R. L. Burgin
Musical Director.....E. C. Tuttle
Chief Engineer.....D. J. Lee

POLICIES

Does not handle liquor advertising.

General merchandising service available; surveys of sales of clients' products and competitors' are made from time to time.

REPRESENTATIVE

Kelley-Smith Company

NORTH DAKOTA

Population 706,000

Number of Families 149,890 — Number of Radio Homes 113,090

Retail Sales $150,208,000 — Auto Registrations 167,241

KFYR

"THE REGIONAL STATION WITH CLEARED CHANNEL COVERAGE"

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Meyer Broadcasting Co. BUSINESS ADDRESS: 320 Broadway. PHONE: 19. STUDIO ADDRESS: 320 Broadway. TRANSMITTER LOCATION: Menoken Township. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sundays) 8:00 A.M. to 12:00 midnight. NEWS SERVICES: Transradio Press; Bismarck Tribune. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....P. J. Meyer
Commercial Manager.....F. E. Fitzsimonds
Chief Announcer.....R. E. Burris
Station Manager.....F. E. Fitzsimonds

Musical Director.....R. E. Burris
Chief Engineer.....Ivar Nelson

POLICIES

Hard liquor not accepted. Foreign language accounts accepted when accompanied by English interpretation. Medicinal advertising accepted on restricted basis.

Personal calls and mailing lists. Merchandising assistance depends on size of contract.

REPRESENTATIVE

Gene Furgason & Co.

♦

KDLR

"DEVILS LAKE RADIO"

DEVILS LAKE—EST. 1925

DAKOTA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KDLR, Inc. OPERATED BY: KDLR, Inc. BUSINESS ADDRESS: 1025-3rd St. PHONE: 1090. STUDIO ADDRESS: 1025-3rd St. TRANSMITTER LOCATION: East end 4th St. City limits. TIME ON THE AIR: 6:30 A.M. to 8:30 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President.....Bert Wick
Commercial Manager.....Bert Wick
Chief Announcer.....Merle Bjorn
Station Manager.....Bert Wick
Musical Director.....Kermit Myhre
Chief Engineer.....Richard Moritz

POLICIES

No hard liquor accounts accepted.

Merchandising includes special theater exploitation trailers.

REPRESENTATIVE

Cox and Tanz, Inc.

♦

WDAY

"OLDEST BROADCASTING STATION IN THE NORTHWEST"

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY

FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDAY, Inc. OPERATED BY: WDAY, Inc. BUSINESS ADDRESS: 118 Broadway. PHONE: 6800. STUDIO ADDRESS: 118 Broadway. TRANSMITTER LOCATION: Near West Fargo. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Fargo Forum. NEWS SERVICES: Radio News Ass.; United Press, Fargo Forum. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....E. C. Reineke
Commercial Manager.....B. J. Lavin
Station Manager.....E. C. Reineke
Chief Announcer.....Ken Kennedy
Artists' Bureau Head.....Ken Kennedy
Publicity Director.....David Henley
Chief Engineer.....Julius Hetland

THE BIGGEST LITTLE BUY IN RADIO

KRMC

JAMESTOWN NORTH DAKOTA

LISTEN BOYS:

KRMC may not be the biggest broadcasting station in the world . . . BUT . . .

IT DOES A BIG TIME JOB!

By its unique merchandising plan and its special event broadcasting it holds the biggest little audience in the country.
Write to us and let us tell *you* our story.

Owned by
ROBERTS-MacNAB CO.
JAMESTOWN, NORTH DAKOTA
Member North Central Broadcasting System

THE BIGGEST LITTLE BUY IN RADIO

POLICIES

Accept no hard liquor advertising.

Usual merchandising assistance and co-operation with sales crews.

REPRESENTATIVE

Free and Peters, Inc.

♦

KFJM

GRAND FORKS

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: University of N. D. OPERATED BY: University of N. D. BUSINESS ADDRESS: 1st Nat'l Bank Bldg. PHONE: 1200. STUDIO ADDRESS: 1st Nat'l Bank Bldg. TRANSMITTER LOCATION: University of N. D. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

PERSONNEL

Station Manager.....Dalton Le Masurier
Sales Manager.....E. O. Hanson
Chief Engineer.....Elwin O'Brien
Program Director.....Helen LaVelle

POLICIES

Accepts foreign language programs. Accept beer and wine accounts but do not accept liquor or proprietary advertising.

Local sales staff available for surveys, local dealer contacts. No reasonable requests turned down.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

KRMC

"IF IT HAPPENS IN JAMESTOWN KRMC BROADCASTS IT"

JAMESTOWN—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Roberts-MacNab Co. OPERATED BY: Van Cronkhite Associates, Chicago, & New York. BUSINESS ADDRESS: Gladstone Hotel. PHONE: 100-358. STUDIO ADDRESS: Gladstone Hotel. TRANSMITTER LOCATION: South of city. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWS SERVICE: Radio News Association; Statsman County Record. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....A. J. Breitbach
Station Manager.....Roy H. Brant
Artists' Bureau Head.....Mrs. Lunetta Wiest
Chief Announcer.....Arvid Johnson
Publicity Director.....Roy H. Brant
Chief Engineer.....Don Holaday

POLICIES

Only beer and light wine. Foreign language accepted subject to time arrangement.

Merchandising provides window displays, limited billboard space and tie-ups with Jamestown Daily Sun and in county weeklies.

♦

KGCU

MANDAN—EST. 1925

FREQUENCY: 1240 Kc. POWER: 250 Watts. OWNED BY: Mandan Radio Association. OPERATED BY: Mandan Radio Association. BUSINESS ADDRESS: Kennelly Furniture Co. Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mandan. TIME ON THE AIR: Shares Time with KLPM. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President .....H. C. Schulte
Secretary .....Charles Toman, Jr.
Manager .....John Kennelly

♦

KLPM

"VOICE OF MAGIC CITY"

MINOT—EST. 1929

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: John B. Colley. OPERATED BY: Same. BUSINESS ADDRESS: 118 S. Main. PHONE: 1267-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: S. E. Minot. TIME ON THE AIR: 6:30 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor.

PERSONNEL

President.....John B. Cooley
Commercial Manager.....E. H. Cooley
Chief Announcer.....J. A. Solga
Station Manager.....Richard J. Schmidt
Publicity Director.....Helen M. Burnstad
Chief Engineer.....C. W. Baker

POLICIES

Does not accept liquor advertising other than beer. Accepts foreign language programs in the Scandinavian tongue.

REPRESENTATIVES

Sears & Ayer
Transamerican Broadcasting & Television Corp.

♦

KOVC

VALLEY CITY—EST. 1936

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KOVC, Inc. OPERATED BY: KOVC, Inc. BUSINESS ADDRESS: Hotel Rudolf. PHONE: 408: STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Valley City. TIME ON THE AIR: Full Time. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Station Director .....Mark C. Crandall

OHIO

Population 6,733,000

Number of Families 1,716,900 Number of Radio Homes 1,581,700

Retail Sales $1,956,941,000 Auto Registrations 1,777,048

WADC

"WHERE AKRONITES DIAL CONSTANTLY"

AKRON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Allen T. Simmons. OPERATED BY: Same. BUSINESS ADDRESS: Akron. PHONE: Hemlock 5151-2-3. STUDIO ADDRESS: Akron & Canton. TRANSMITTER LOCATION: Talmadge. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library.

PERSONNEL

Station Manager .....Allen T. Simmons
Commercial Manager .....E. A. Marchal
Artists' Bureau Head .....H. L. Hageman
Chief Announcer .....R. B. Wilson
Sales Manager .....F. C. Bock
Chief Engineer .....John Aitkenhead

POLICIES

Must conform to State and Federal Communication Commission regulations.

Merchandising: Contacting retail outlets. Handling and mailing letters. Distributing window and counter displays.

♦

WJW

"THE VOICE OF AKRON"

AKRON—EST.1932

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WJW, Inc. OPERATED BY: WJW, Inc. BUSINESS ADDRESS:41 S. High St. PHONE: Jefferson 6111. STUDIO ADDRESS 41 S. High St. TRANSMITTER LOCATION: 41 S. High St. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWS SERVICES: Local News and Christian Science Monitor. MAINTAINS ARTISTS' BUREAU: TRANSCRIPTION SERVICES: World Broadcasting System.

PERSONNEL

President.....John F. Weimer
Advertising Manager.....S. W. Townsend
Artists' Bureau Head.....A. W. Graham
Chief Announcer.....Len Taylor
Station Manager.....S. W. Townsend
Sales Manager.....S. W. Townsend
Publicity Director.....A. W. Graham
Musical Director.....A. W. Graham
Chief Engineer.....Gerald Roberts

POLICIES

No stated special policies.

Station "Plugs" and Newspaper Tie-in on commercial accounts. Rebroadcast programs of WOSU.

♦

WICA

"WELCOME, INDUSTRY, COMMERCE, AND AGRICULTURE"

ASHTABULA—EST. 1937

FREQUENCY: 940 Kc. POWER: 250 Watts. OWNED BY: C. A. Rowley. OPERATED BY: Same. BUSINESS ADDRESS: 221 Center St. PHONE: 1211-1311. STUDIO ADDRESS: Sheldon Remick Bldg. TRANSMITTER LOCATION: Jefferson Road. TIME ON THE AIR: Local sunrise to sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus and Standard Radio.

PERSONNEL

President .....C. A. Rowley
Commercial Manager .....R. C. Marvin
Advertising Manager .....R. C. Marvin
Artists' Bureau Head .....Gerald O'Brien
Chief Announcer .....Walter Walrath
Station Manager .....R. B. Rowley
Musical Director .....Harold Leaman
Chief Engineer .....George Gautney

POLICIES

No intoxicating liquor advertising accepted.

REPRESENTATIVE

Howard Wilson Company

♦

WHBC

"VOICE OF STARK COUNTY"

CANTON—EST. 1925

FREQUENCY: 1200 Kc. POWER: 100 Watts. (Construction Permit for 250 Watts, daytime). OWNED BY: Edward P. Graham. OPERATED BY: Edward P. Graham. BUSINESS ADDRESS: 319 Tuscarawa St., West. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Canton. TIME ON THE AIR: Daily, 8:00 A.M. to 9:30

P.M.; Sunday, 12:00 noon to 3:00 P.M. and 6:00 P.M. to 9:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

PERSONNEL

General Manager.....S. A. Spilker
Commercial Manager.....Ralph Bruce
Chief Announcer.....Wade Barnes
Chief Engineer.....Kenneth Sliker

♦

WCKY

CINCINNATI—EST. 1929

NBC—MUTUAL-WLW LINE

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS ADDRESS: 6th & Madison, Covington, Ky. Netherland Plaza Hotel, Cincinnati. PHONE: Hemlock 7655. STUDIO ADDRESS: Netherland Plaza Hotel, Cincinnati, 6th & Madison, Covington, Ky. TRANSMITTER LOCATION: Near Crescent Springs. TIME ON THE AIR: (Daily) 6:30 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: Transradio Press, International News Service & Universal Service. TRANSCRIPTION SERVICE: World Broadcasting System; NBC Thesaurus; NAB Library.

PERSONNEL

President.....L. B. Wilson
Commercial Manager...Lloyd George Venard
Advertising Manager.....L. B. Wilson
Chief Announcer.....Lee Goldsmith
Station Manager.....L. B. Wilson
Sales Manager.....Lloyd George Venard
Publicity Director.....Elmer Dressman
Musical Director.....Mabel Fields
Chief Engineer.....C. H. Topmiller

POLICIES

Beer and wine accepted. No hard liquor accounts. All medicinal copy must be okayed by continuity department.

Merchandising service with 26 or more programs includes sales meetings with manufacturers' salesmen or distributors; meeting with jobber salesmen; personal calls on buyers for wholesalers and chains; plus key retailers; route lists furnished for drug and food retailers; letter or postcards to retailers, plus letter follow up to wholesalers enclosing sample of retail literature; window stripping in Greater Cincinnati, Hamilton and Middletown; placing displays in Greater Cincinnati, Hamilton & Middletown; checking of product sales before and during campaign; publicity service for program including bulletins and news releases to more than 100 weekly and daily papers in WCKY's primary area; program mention on street car cards in Greater Cincinnati, Hamilton and Middletown and Northern Kentucky. Amount and type if merchandise service dependent upon type of contract, type of product and sales problem in WCKY's primary area.

REPRESENTATIVE

Free & Peters, Inc.

♦

WCPO

"CINCINNATI NEWS STATION"

CINCINNATI—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Scripps Howard Radio, Inc. OPERATED BY: Scripps Howard Radio, Inc. BUSINESS ADDRESS: Keith Bldg. PHONE: Main 3314-5-6-7. STUDIO ADDRESS: Keith Bldg. TRANSMITTER LOCATION: Daylight Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Scripps Howard Newspapers, Cincinnati Post. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio, Associated Music.

PERSONNEL

President.....Jack Howard
Vice President.....J. C. Hanrahan
Advertising Manager.....George Hart
Artists' Bureau Head.....Andre Carlon
Chief Announcer.....Ken Beghold
Publicity Director.....Walter Corning
Musical Director.....John P. Smith
Chief Engineer.....Glen Davis

POLICIES

Accounts accepted within state laws and station civic policies.

Merchandising and exploitation through window displays, theater trailers, billboard signs and newspaper ads.

♦

WKRC

CINCINNATI—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: Hotel Alms, Locust & Victory Parkway. PHONE: Woodburn 0550. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cincinnati. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (12:00 midnight while New York is on Daylight Saving Time). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

General Manager .....John McCormick
Commercial Manager ..William J. Williamson



There's nothing staged about this photograph of an average food store . . . but it serves to illustrate two important factors in the sale of consumer merchandise.

ONE... dealers give WLW-advertised products preferential display and . . .

TWO... WLW's cultivation of "Dealer Support" for its advertisers is paying definite advertising dividends.

We believe that dealer support is still vital to the success of any advertising campaign . . . after all, most products are purchased through retail dealers.

★ **WLW - THE NATION'S STATION**

CINCINNATI

POLICIES

Governed by the policies of the Columbia Broadcasting System.

Has full merchandising facilities.

REPRESENTATIVE

Radio Sales

♦

WLW

"THE NATION'S STATION"

CINCINNATI—EST. 1922

NBC (RED & BLUE)—MUTUAL

WLW LINE

FREQUENCY: 700 Kc. POWER: 500,000 Watts. OWNED BY: The Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mason. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M. NEWS SERVICES: International News Service and United Press. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President .....Powel Crosley, Jr.
Vice-President-Station Manager
James D. Shouse
Asst. Commercial Managers..E. C. Krautters,
K. Wallace Husted
Artists Bureau Head .....A. R. Plough
Chief Announcer .....Peter Grant
Publicity Director .....J. N. Bailey
Musical Directors.....William Stoess,
Josef Cherniavsky
Chief Engineer .....R. J. Rockwell

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, and foreign language programs not accepted. All programs otherwise, subject to the approval of the station.

Merchandising: While no special merchandising plan is used, the services of J. Ralph Corbett, Inc., is available. Concern is a merchandising organization which functions as consultant in developing and marketing new products, sales promotion and distributing campaigns, etc., through a permanent field merchandising staff of men.

REPRESENTATIVE

Trans-American Broadcasting and Television Corp.

♦

WSAI

"CINCINNATI'S OWN STATION"

CINCINNATI—EST. 1928

NBC—MUTUAL—WLW LINE

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Warner & Roh Sts. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily); 8:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICES: International News Service, Universal Service, United Press. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President .....Powel Crosley, Jr.
Station Manager .....James D. Shouse
Asst. Sales Managers.....E. C. Krautters,
K. Wallace Husted
Artists Bureau Head .....A. R. Plough
Chief Announcer .....Peter Grant
Publicity Director.....J. N. Bailey
Musical Directors.....William Stoess,
Josef Cherniavsky
Chief Engineer .....R. J. Rockwell

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Announcements and talks accepted only where subject matter is in the opinion of the station, of genuine public interest. All programs subject to the approval of the station.

REPRESENTATIVE

Trans-American Broadcasting & Television Co.

♦

WCLE

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 500 Watts. OWNED BY: Cleveland Radio Broadcasting Corp. OPERATED BY: Cleveland Radio Broadcasting Corp. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 6:30 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System; NAB Library.

PERSONNEL

President.....M. F. Rubin
Vice President.....H. K. Carpenter
Station Manager.....H. K. Carpenter
Advertising Manager.....John T. Vorpe
Artists' Bureau Head.....Louis Rich
Chief Announcer.....Russel Richmond
Sales Manager.....K. K. Hackathorn
Musical Director.....Louis Rich
Chief Engineer.....E. L. Gove

POLICIES

Does not accept liquor advertising. Foreign language programs accepted in restricted times.

Merchandising: Maintains a well organized merchandising unit to promote sponsors' radio efforts and help capitalize on its results.

Route lists furnished for drug or grocery retailers.

Personal calls on wholesalers plus key retailers with your promotion.

Letters to the retailers (for which you are only charged postage)—or, if preferred, West-

ern Union messages may be substituted for letters at a slightly higher cost.

WCLE studios, production and talent facilities for dealer meetings or retailer sessions.

Surveys at start—and during campaign on product.

These services are available to every WCLE program advertiser without cost except as mentioned above.

REPRESENTATIVE

Free & Peters, Inc.

♦

WGAR

"THE FRIENDLY STATION"

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WGAR Broadcasting Co. OPERATED BY: WGAR Broadcasting Co. BUSINESS ADDRESS: Hotel Statler. PHONE: Prospect 0200. STUDIO ADDRESS: Hotel Statler. TRANSMITTER LOCATION: 1000 Harvard Ave., Cuyahoga Heights. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICES: International News Service, Universal Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music Library, NAB Library.

PERSONNEL

President.....George A. Richards
Station Manager & VP.....John F. Patt
Commercial Manager.....Ellis Vander Pyl
Public Relations Director.....Graves Taylor
Artists' Bureau Head.....Worth Kramer
Chief Announcer.....Carl George
Program Director.....Worth Kramer
Sales Manager.....Ellis Vander Pyl
Musical Director.....Walberg Brown
Chief Engineer.....R. Morris Pierce

POLICIES

Liquor advertising is accepted for broadcast only after 10 P.M. Foreign language programs are broadcast without restriction as to time, but material is subject to change by WGAR manager. Beer advertising is accepted at any time.

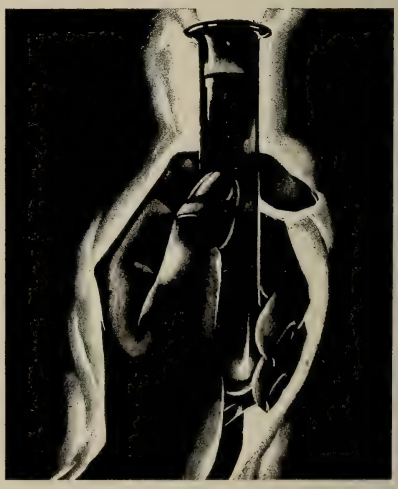
The sales promotion director and public relations director collaborate on special campaigns for promotion of sponsor's product in the Cleveland area. Direct mail campaigns, car card schedules and cab cover sets are offered when available—and at cost to the sponsor. All Cleveland newspapers are serviced with program news by WGAR's publicity department.

REPRESENTATIVE

Edward Petry & Co.

Certainly there is chemistry in radio, especially at WHK-WCLE in Cleveland where executives spend an unusual amount of time in research, analysis, test and survey of WHK-WCLE programs. They believe wholeheartedly the stations exist to serve the interest, convenience and necessity of listeners.

How well this policy works is best shown by the large percentage of the half million radio families in Northern Ohio who listen regularly to these stations and by the fact that some twenty Cleveland-originated programs are "fed" by WHK-WCLE to a national network each week.



Time buyers in increasingly large numbers are finding WHK-WCLE the best way to reach the country's fifth largest market.

WHK CLEVELAND WCLE

H. K. Carpenter, Vice Pres. and Gen. Mgr.

FREE & PETERS, Inc. - National Representatives, New York - Chicago - Detroit

WHK

"CLEVELAND'S PIONEER STATION"

CLEVELAND—EST. 1921

NBC—(BLUE) MUTUAL

FREQUENCY: 1390 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Radio Air Service Corp. OPERATED BY: Radio Air Service Corp. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower. TRANSMITTER LOCATIONS: Seven Hills. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU: TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

PERSONNEL

President.....John S. McCarrens
Vice President.....H. K. Carpenter
Station Manager.....H. K. Carpenter
Advertising Manager.....John T. Vorpe
Artists' Bureau Head.....Louis Rich
Chief Announcer.....Russel Richmond
Sales Manager.....K. K. Hackathorn
Musical Director.....Louis Rich
Chief Engineer.....E. L. Gove

POLICIES

Does not accept liquor advertising. Foreign language programs accepted in restricted times.

Merchandising: Maintains a well organized merchandising unit to promote sponsors' radio efforts and help on its results.

Route lists furnished for drug or grocery retailers.

Personal calls on wholesalers plus key retailers with your promotion.

Personal calls on wholesalers plus key retailers with your promotion.

Letters to the retailers (for which you are only charged postage)—or, if preferred, Western Union messages may be substituted for letters at a slightly higher cost.

WHK studios, production and talent facilities for dealer meetings or retailer sessions.

Surveys at start—and during campaign on product.

These services are available to every WHK program advertiser without cost except as mentioned above.

REPRESENTATIVE

Free & Peters, Inc.

♦

WTAM

"WHERE THE ARTISTS MEET IN CLEVELAND"

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 1070 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 815 Superior Ave., N. E. PHONE: Cherry 0942. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brecksville Village. TIME ON THE AIR: 5:59 A.M. to 1:00 A.M. (daily). 6:59 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....Lenox R. Lohr
Commercial Manager.....Howard Barton
Station Manager.....Vernon H. Pribble
Sales Manager.....Howard A. Barton
Publicity Director.....Bob Dailey
Program Director.....Hal Metzger
Musical Director.....Walter Logan
Chief Engineer.....S. E. Leonard

POLICIES

Liquor advertising not accepted with exception of beer. Foreign language accounts not accepted. NBC policies apply otherwise.

Merchandising consistent with policy of National Broadcasting Co.

REPRESENTATIVE

National Broadcasting Co., Inc.

♦

WBNS

COLUMBUS—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WBNS, Inc. OPERATED BY: WBNS, Inc. BUSINESS ADDRESS: 33 No. High St. PHONE: Adams 9265-6. STUDIO ADDRESS: 33 No. High St. TRANSMITTER LOCATION: 1035 Barnett Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

President.....Robert H. Wolfe
Commercial Manager.....W. I. Orr
Advertising Manager.....W. I. Orr
Artists' Bureau Head.....Lowell Riley
Chief Announcer.....Russell Canter
Station Manager.....Richard A. Borel
Sales Manager.....W. I. Orr
Publicity Director.....J. O. Verian
Musical Director.....Walter Knick
Chief Engineer.....Lester H. Nefzger

POLICIES

Accepts beer and wine; not whiskey. Foreign language accounts are accepted. Does not encourage patent medicine accounts. Station passes on all such copy.

Station purchases newspaper display space to exploit commercials. Station is liberal with deadheads for new programs. Maintains merchandising department for distribution checks and personal contacts. Assumes part of labor in display distribution and informative letters to dealers. Maintains close contact with newspapers.

REPRESENTATIVE

John Blair & Company

WCOL

COLUMBUS—EST. 1934

NBC—(RED & BLUE)

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WCOL, Inc. OPERATED BY: WCOL, Inc. BUSINESS ADDRESS: 33 N. High St. PHONE: Main 4581. STUDIO ADDRESS: 33 N. High St. TRANSMITTER LOCATION: 33 N. High St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Ohio State Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....K. B. Johnston
Commercial Manager.....Neal Smith
Chief Announcer.....William Wallace
Station Manager.....C. R. Thompson
Sales Manager.....Jack Kelly
Publicity Director.....Ed Bronson
Chief Engineer.....Ernest Lowe

POLICIES

Accept Beer accounts anytime. Hard liquor after 10:00 P.M. No foreign language accounts accepted. All copy must conform to F.C.C. regulations.

On request WCOL will notify retailers concerning broadcast campaigns over this station. Merchandising department checks progress of sales and will assist in setting up counter displays calling attention to the advertisers program over WCOL.

REPRESENTATIVE

Craig & Hollingbery, Inc.

♦

WHKC

"THE VOICE OF OHIO"

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: Associated Radiocasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 22 E. Gay St. PHONE: Adams 1101. STUDIO ADDRESS: 22 East Gay St. TRANSMITTER LOCATION: Sharon Road. TIME ON THE AIR: 6:30 A.M. to sundown Pacific Time. NEWSPAPER AFFILIATION: Station is a subsidiary of the United Broadcasting Co. which is owned and operated by the Cleveland Plain Dealer. Not directly affiliated, however. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Station Manager.....Carl M. Everson
Sales Manager.....Harry H. Hoessly
Publicity Director.....Robert S. French
Musical Director.....John K. Agnew
Chief Engineer.....J. E. Anderson

POLICIES

Beer and wine accounts accepted, hard liquor advertising taboo. Medicinal accounts must meet specifications of Federal Trade Commission. No foreign language programs; Foreign language population very small

Exploits new commercial programs with newspaper advertising for two or three weeks at no cost to advertiser; merchandising department co-operates in praparation of direct mail, window cards, posters etc., at actual cost of production.

REPRESENTATIVE

Free & Peters, Inc.

♦

WOSU

COLUMBUS—EST. 1922

FREQUENCY: 570 Kc. POWER: 1000 Watts, d.; 750 Watts, n. OWNED BY: Ohio State University. OPERATED BY: Ohio State University. BUSINESS ADDRESS: Columbus. PHONE: University 148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: Ohio State University. TIME ON THE AIR: Irregular—1/3 time.

PERSONNEL

President.....Geo. W. Rightmire
Chief Announcer.....W. F. Heimlich
Station Manager.....R. C. Higgy
Chief Engineer.....C. S. Bidleck

POLICIES

No advertising accepted.

♦

WHIO

"ALWAYS A GOOD SHOW ON WHIO TEST STATION OF THE NATION"

DAYTON—EST. 1934

FREQUENCY: 1260 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Miami Valley Broadcasting Corp. OPERATED BY: Miami Valley Broadcasting Corp. BUSINESS ADDRESS: 39 S. Ludlow. PHONE: Adams 2261-2-3-4 & 2652. STUDIO ADDRESS: 39 S. Ludlow St. TRANSMITTER LOCATION: Virginia Drive & Brandt Pike. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Dayton Daily News, Springfield News, Springfield Sun. NEWS SERVICE: United Press & Transradio Press. TRANSCRIPTION SERVICE: Associated Transcription Library.

PERSONNEL

President.....James M. Cox, Jr.
Commercial Manager.....D. A. Brown
Merchandise Director.....Charles Swink
Station Manager.....J. L. Reinsch
Publicity Director.....Thomas Stewart
Musical Director.....Thomas Dunkelberger
Chief Engineer.....Ernest L. Adams
Promotion Manager.....James LeGate

POLICIES

No liquor advertising nor foreign language accounts broadcast. Copy and programs must be in good taste.

Four windows fronting the WHIO building are available for advertiser's displays. Pictures of the display are furnished to the agency and account. Merchandise department maintains close check on sales of all advertisers products, arranges and designs display material, conducts surveys, contacts retailers, jobbers, and distributors. Station slogan "Test Station of the Nation" guides the building of the extensive merchandise service. Promotion on programs and products are worked out with theaters, radio shows, county fairs, etc.

REPRESENTATIVE

John Blair & Co.

♦

WSMK

"PIONEER STATION, MIAMI VALLEY"

DAYTON—EST. 1922

FREQUENCY: 1380 Kc. POWER: 200 Watts. OWNED BY: WSMK, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 121 N. Main. PHONE: Adams 3288-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Calvery Hill. TIME ON THE AIR: 6:00 A.M. to 7:30 P.M.—10:00 P.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President .....Stanley M. Krohn, Jr.
Advertising Manager .....S. Ten Eyck
Chief Announcer .....J. McKiernan
Station Manager.....Stanley M. Krohn, Jr.
Sales Manager .....Chester Hinkle
Publicity Director .....S. Ten Eyck
Musical Director .....Helene Blue
Chief Engineer .....Paul Braden

POLICIES

No special policies on liquor or foreign language programs.

Merchandising: Salesman is required to work with the advertiser on a merchandising basis. By having a limited number of contacts assigned him the salesman can cover both jobs easily and intelligently.

♦

WBLY

"VOICE OF LIMA"

LIMA—EST. 1936

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Herbert Lee Blye. OPERATED BY: Herbert Lee Blye. BUSINESS ADDRESS: Lima Club Bldg. PHONE: Main 4632. STUDIO ADDRESS: 117 South McDonald St. TRANSMITTER LOCATION: 1424 Rice Ave. TIME ON THE AIR: Daylight Hours. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Inc.

PERSONNEL

President.....Herbert Lee Blye
Commercial Manager.....Herbert Lee Blye
Chief Announcer.....Gordon Shaw
Station Manager.....Herbert Lee Blye
Sales Manager.....J. R. Wayne
Publicity Director.....Dawell Newlin
Musical Director.....Helen Payne
Chief Engineer.....S. J. Gladfelter

POLICIES

No liquor advertising accepted.

♦

WPAY

"THE VOICE OF SOUTHERN OHIO"

PORTSMOUTH—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Vee Bee Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1007 Gallia St. PHONE: 1010 and 2504. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 821 Chillocothe St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....M. F. Rubin
Station Manager .....Marie W. Vandegrift
Commercial Manager ..Marie W. Vandegrift
Chief Announcer .....Orville Fields
Publicity Director .....Mary Kline
Chief Engineer .....Maurice Myers

POLICIES

Does not accept beer or liquor advertising; does accept foreign language accounts.

Merchandising: Merchandising man who visits stores, checking up on the sale of nationally advertised products being advertised on station, also products. Suggests more prominent ways to display these products, takes orders which he immediately delivers to the wholesaler and for which their local salesman gets full credit and helps the individual stores in any manner possible.

REPRESENTATIVE

Cox and Tanz

♦

WSPD

"THE VOICE OF TOLEDO"

TOLEDO—EST. 1921

FREQUENCY: 1340 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Fort Industry Co. OPERATED BY: The Fort Industry Co. BUSINESS ADDRESS: 505 Jefferson Ave. TRANSMITTER LOCATION: R.F.D., Perrysburg. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M.

NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Music, NBC Thesaurus.

PERSONNEL

President.....George B. Storer
Commercial Manager.....E. Y. Flanigan
Advertising Manager.....E. Y. Flanigan
Artists' Bureau Head.....Russell Gohring
Chief Announcer.....Russell Gohring
Program Director.....Russell Gohring
Station Manager.....J. Harold Ryan
Sales Manager.....E. Y. Flanigan
Publicity.....Gene Williams
Musical Director.....Russell Gohring
Chief Engineer.....Vern C. Alston

POLICIES

Hard liquor advertising accepted for presentation only after 10:30 P.M. Beer and light wines, no restrictions other than copy censorship. One participating Polish program weekly; foreign language accounts accepted. Chain Breaks between 6 and 11 P.M. must be held to a maximum of 35 words.

Any and all reasonably merchandising assistance is offered to all national advertisers. Where special assistance of an extremely costly nature is desired, arrangements as to cost-bearing will be made between the advertiser and the station. No charge for dealer check-ups, contacts, distribution of promotional material, and publicity through more than fifty territorial newspapers with whom most cordial relations are maintained.

REPRESENTATIVE

John Blair & Co.

♦

WTOL*

"TOLEDO'S FRIENDLY STATION"

TOLEDO—EST. 1938

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Frazier Reams. OPERATED BY: Community Broadcasting Co. BUSINESS ADDRESS: Penthouse, Bell Bldg. PHONE: Adams 3291-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Toledo. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

PERSONNEL

President .....Frazier Reams
Commercial and Station Mgr.....M. E. Kent
Chief Engineer .....Wm. P. Siegman, Jr.
Program Director.....Lester Mitchell

* Operating under C.P. issued by FCC, at time of going to press.

WKBN

YOUNGSTOWN—EST. 1926

CBS—BUCKEYE NETWORK

FREQUENCY: 570 Kc. POWER: 500 Watts. OWNED BY: WKBN Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17 N. Champion St. PHONE: 42122. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sunset Blvd. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library and Lang-Worth.

PERSONNEL

President and Gen. Mgr..W. P. Williamson, Jr.
Station Director.....J. L. Bowden
Sales Manager.....E. E. Evans
Publicity Director.....G. Sharp
Musical Director.....G. Sharp
Chief Engineer.....B. T. Wilkins

POLICIES

Accepts liquor after 10:00 p.m.
Merchandising to clients at cost.

REPRESENTATIVE

Free & Peters

♦

WALR

"THE VOICE OF SOUTH EASTERN OHIO"

ZANESVILLE—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WALR Broadcasting Corp. OPERATED BY: WALR Broadcasting Corp. BUSINESS ADDRESS: 17½ So. Fourth St. PHONE: 5044. STUDIO ADDRESS: 17½ So. Fourth St. TRANSMITTER LOCATION: 434 Main St. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Station Manager.....Ronald B. Woodyard
Commercial Manager.....Ronald B. Woodyard
Advertising Manager.....Ronald B. Woodyard
Artists' Bureau Head.....Bob Horn
Chief Announcer.....Stuart Finley
Sales Manager.....Ronald B. Woodyard
Publicity Director.....H. Hoag
Musical Director.....Stuart Finley
Chief Engineer .....Wm. Hunt

POLICIES

No special policies or restrictions.
Has full merchandising service.

REPRESENTATIVE

John Blair & Co.

OKLAHOMA

Population 2,548,000

Number of Families 596,225 Number of Radio Homes 380,680

Retail Sales $434,793,000 Auto Registrations 513,914

KADA

"IN OKLAHOMA'S FASTEST GROWING CITY"

ADA—EST. 1934

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Dr. C. C. Morris. OPERATED BY: Dr. C. C. Morris. BUSINESS ADDRESS: 115½ S. Rennie. PHONE: 1212. STUDIO ADDRESS: 115½ S. Rennie. TRANSMITTER LOCATION: N. Broadway. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Owner.....Dr. C. C. Morris
Commercial Manager.....John M. Whitney
Chief Announcer.....Russell Miller
Station Manager.....John M. Whitney
Sales Manager.....Bob Kniseley
Publicity Director.....Warren Moore
Chief Engineer.....Leiland Seay

POLICIES

No beer or liquor advertising accepted. No Sunday advertising (locally).. No market for foreign language programs.

Poster service is used to draw attention to programs.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

KVSO

"VOICE OF SOUTHERN OKLAHOMA"

ARDMORE—EST. 1935

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Ardmoreite Pub. Co. OPERATED BY: Ardmoreite Pub Co. BUSINESS ADDRESS: 114-18 N. Washington. PHONE: 2200. STUDIO ADDRESS: Chickasaw and N. W. Blvd. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWSPAPER AFFILIATION: Daily Ardmoreite. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

General Manager.....Allert Riesen
Commercial Manager.....William Robetsek
Chief Announcer.....Paul Duncan
Station Manager.....James Griffin
Musical Director.....Dolly Dutton
Chief Engineer.....Paul Ross

POLICIES

As per state law, accepts beer and wine only.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

KASA

ELK CITY—EST. 1932

MUTUAL

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: E. M. Woody. OPERATED BY: E. M. Woody. BUSINESS ADDRESS: Casa Grande Hotel. PHONE: 730. STUDIO ADDRESS: Casa Grande Hotel. TRANSMITTER LOCATION: Casa Grande Hotel. TIME ON THE AIR: 6:30 a.m. to 9:00 p.m. NEWS SERVICE: Transradio Press.

PERSONNEL

President.....E. M. Woody
Station Manager.....F. E. Mayhew
Advertising Manager.....Lyman Brown
Chief Announcer.....Lyman Brown
Sales Manager.....F. E. Mayhew
Chief Engineer.....Geo. Patterson

POLICIES

No advertising for liquor or beers of more than 3.2 content are allowed in Oklahoma. Does not accept any foreign language accounts or programs.

♦

KCRC

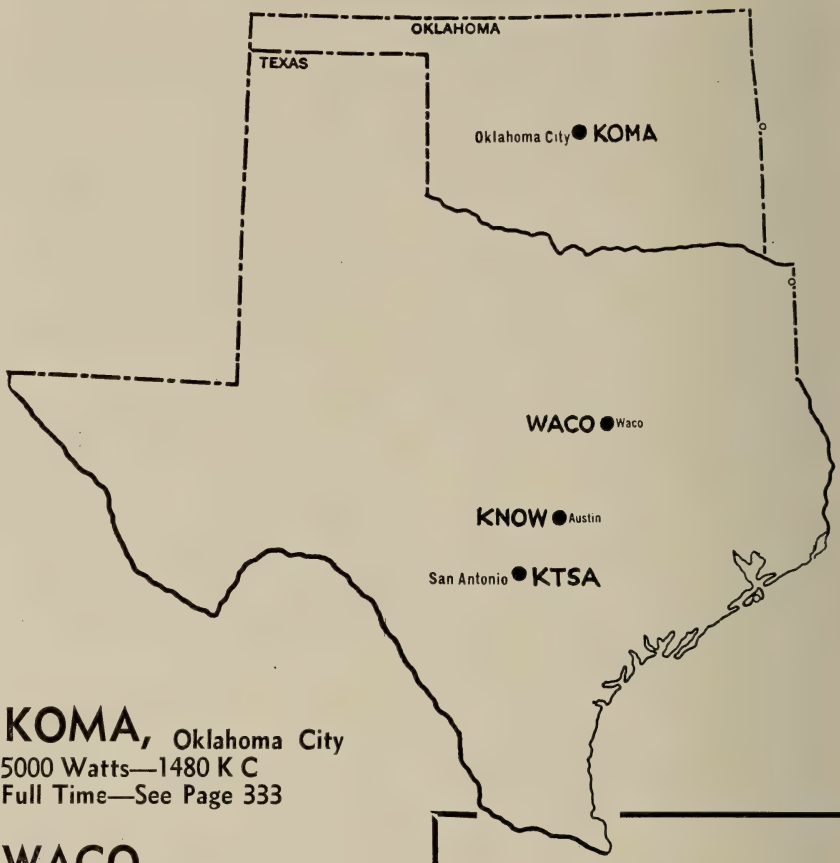
"OKLAHOMA'S MOST AGGRESSIVE STATION"

ENID—EST. 1928

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1360 Kc. POWER: 250 Watts. OWNED BY: Enid Radiophone Co. OPERATED BY: Enid Radiophone Co. BUSINESS ADDRESS: Box 948. PHONE: 447-8. STUDIO ADDRESS: Willow and Kennedy Sts. TRANSMITTER LOCATION: Willow and Kennedy Sts.

Serving 4 Great Markets *in the* Great Southwest



KOMA, Oklahoma City
5000 Watts—1480 K C
Full Time—See Page 333

WACO, Waco
100 Watts—1420 K C
Full Time—See Page 376

KNOW, Austin
100 Watts—1500 K C
Full Time—See Page 364

KTSA, San Antonio
5000 Watts day, 1000 Watts night
550 K C —Full Time
See Page 375

In the
Prosperity Belt

These four stations, all full time CBS outlets, offer dominant coverage of selected markets. You need them to sell the great southwest thoroughly.

National Representation By

International Radio Sales
New York • Chicago • Detroit
Los Angeles

TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Enid Morning News, Enid Daily Eagle. NEWS SERVICE: Associated Press (Non-Commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Transco and World Broadcasting System.

PERSONNEL

President.....W. M. Taylor
Station Manager.....Craig Campbell
Advertising Manager.....S. J. Kotapish
Artists' Bureau Head.....Ralph Rogers
Chief Announcer.....Ralph Rogers
Sales Manager.....Craig Campbell
Publicity Director.....Glen Williams
Musical Director.....Mabel Waken
Chief Engineer.....A. B. Clopton

POLICIES

No special restrictions. Accepts beer and wine only as per state law.

Features merchandising: News stories in both Enid dailies — Show Cards in stores. Dealer contacts throughout territory and Direct Mail, etc.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

KBIX

MUSKOGEE—EST. 1936

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Oklahoma Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: Barnes Bldg. PHONE: 302. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Phoenix-Times Democrat. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Joel H. Bixby
Commercial Manager.....J. H. Speck
Station Manager.....J. H. Speck
Musical Director.....Franklin Whitehead
Chief Engineer.....J. H. Speck

POLICIES

Does not accept liquor advertising. Will accept beer and light wines.

REPRESENTATIVE

The Branham Co.

♦

WNAD

"THE VOICE OF SOONERLAND"

NORMAN—EST. 1922

FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: University of Oklahoma. OPERATED BY: University of Oklahoma (extension division). BUSINESS ADDRESS: University of Oklahoma. PHONE: 900 — Stations, 18 and 124. STUDIO ADDRESS: University of Oklahoma. TRANSMITTER LOCATION: University of Oklahoma. TIME ON THE AIR: Tuesday and Thursday—10:30 to 11:30 A.M.—2:00 to 4:00 P.M.—7:15 to 9:15 P.M.; Wednesday—10:30 to 11:30 A.M.—2:00 to 4:00 P.M.—8:15 to 9:15 P.M. NEWS SERVICE: Local Campus news through courtesy of the "Oklahoma Daily," Christian Science Monitor. TRANSCRIPTION SERVICE: World Broadcasting.

PERSONNEL

President.....T. M. Beaird
Chief Announcer.....Jack Wilson
Station Manager.....Homar Heck
Musical Director.....Ruth Davis
Chief Engineer.....Cecil Gray

POLICIES

The station is strictly an educational station and permits no commercial advertising of any sort. Other than this, there are no other restrictions.

♦

KFXR

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Exchange Baptist Church of Oklahoma City. OPERATED BY: B. C. Thomason. BUSINESS ADDRESS: Hightower Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oklahoma City. TIME ON THE AIR: Unlimited. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

Manager .....B. C. Thomason
Commercial Manager .....Bob Elliston
Program Director.....Mary L. Thomason

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

REPRESENTATIVE

Cox and Tanz

♦

KOMA

"IT'S THE PROGRAM THAT GETS THE LISTENER"
"OKLAHOMA'S MOST POWERFUL FULL-TIME STATION"
"SERVING THE PUBLIC INTEREST"

OKLAHOMA CITY—EST. 1932
(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 Watts. OWNED BY: Hearst Radio, Inc. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: Biltmore Hotel. PHONE: 2-3291-2-3. STUDIO ADDRESS: Biltmore Hotel. TRANSMITTER LOCATION: 7½ miles N. E. of Oklahoma City on Highway No. 66. TIME ON THE AIR: 6:30 A.M. to Midnight (daily); 8:00 A.M. to midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Pub.

PERSONNEL

President.....J. V. Connoly
Vice-President-Station Manager...Neal Barrett
Publicity Director.....Roger King
Musical Director.....Marjorie Speer
Chief Engineer.....Morris Thomas

POLICIES

No liquor advertising—only beer and light wines (3-2/10 per cent). No foreign language accounts.

Merchandising: Details on request.

REPRESENTATIVE

Hearst Radio, Inc.

♦

KTOK

"YOUR MUTUAL FRIEND"

OKLAHOMA CITY—EST. 1927

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1370 Kc. POWER: 100 Watts.

OWNED BY: Oklahoma Broadcasting Co., Inc. OPERATED BY: Harold V. Hough. BUSINESS ADDRESS: 1800 W. Main. PHONE: 3-8352-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

PERSONNEL

President .....Harold V. Hough
Station Manager .....Joseph W. Lee
Commercial Manager .....Tom Johnson
Chief Announcer .....Leslie Beck
Publicity Director .....Harold Shreve
Musical Director .....Paul Buenning
Chief Engineer .....Bruce Howard

POLICIES

Accepts beer advertising.

Maintains complete merchandising service.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

WKY

OKLAHOMA CITY—EST. 1920

NATIONAL BROADCASTING COMPANY

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Oklahoma Pub. Co. OPERATED BY: WKY Radiophone Co. BUSINESS ADDRESS: Skirvin Tower. PHONE: 3-4306—5-4406. STUDIO ADDRESS: Skirvin Tower. TRANSMITTER LOCATION: Nine miles out on highway No. 66. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: The Daily Oklahoman, Oklahoma City Times. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Supplementary Library.

PERSONNEL

President.....E. K. Gaylord
Station Manager.....Gayle V. Grubb
Commercial Manager.....M. H. Bonebrake
Chief Announcer.....Perry Ward
General Manager.....Edgar T. Bell
Publicity Director.....Hal Scher
Musical Director.....Allan Clark
Chief Engineer.....Earl C. Hull

POLICIES

No liquor advertising. No crystal gazers. Rigid censorship on medicinal advertising.

Special merchandising and exploitation includes: sixty-inch display advertisements each Saturday and Sunday in the Oklahoma City Times and Sunday Oklahoman—Daily column of radio schedule in Oklahoman and Times—Publicity and radio column in Oklahoma Farmer-Stockman—Stories in Oklahoman Retail Times.

REPRESENTATIVE

E. Katz Special Adv. Agency

♦

KHBG

"OKMULGEE, THE SHOPPING CENTER OF EASTERN OKLAHOMA"

OKMULGEE—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Okmulgee Broadcasting Corp. OPERATED BY: Okmulgee Broadcasting Corp. BUSINESS ADDRESS: Parkinson Hotel. PHONE: 3646. STUDIO ADDRESS: Parkinson Hotel. TRANSMITTER LOCATION: 20th and Seminole Sts. TIME ON THE AIR: Daytime only. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio Service.

PERSONNEL

President.....Harry B. Greaves
Commercial Manager.....T. R. Putnam
Chief Announcer.....Sherwood Durkin
Program Director.....Duane Hoisington
Station Manager.....T. R. Putnam
Publicity Director.....T. R. Putnam
Musical Director.....Vella Jean Buchanan
Chief Engineer.....A. F. Schultz

POLICIES

Accepts beer and wine accounts only as per state law.

REPRESENTATIVE

J. J. Devine & Associates

♦

WBBZ

PONCA CITY—EST. 1928

MBS—OKLAHOMA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Estate of C. L. Carrell. OPERATED BY: Same. BUSINESS ADDRESS: 615 West Grand Ave. STUDIO

ADDRESS: Same. TRANSMITTER LOCATION: Ponca City. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.

PERSONNEL

Managing Director .....A. L. Carrell

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

KGFF

"THE MORNING NEWS-EVENING STAR STATION"

SHAWNEE—EST. 1927

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts, n.; 250 Watts, d. OWNED BY: KGFF Broadcasting Co., Inc. OPERATED BY: KGFF Broadcasting Co., Inc. BUSINESS ADDRESS: Aldridge Hotel. PHONE: 4390. STUDIO ADDRESS: Aldridge Hotel. TRANSMITTER LOCATION: Shawnee Country Club. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Shawnee Morning News, Shawnee Evening Star, Stauffer Publications, Inc. NEWS SERVICES: United Press, Associated Press (Non-Commercial). TRANSCRIPTION SERVICES: Standard Radio and C. P. MacGregor.

PERSONNEL

President.....Oscar Stauffer
Station Manager.....Ross Porter
Commercial Manager.....Jerry Julum
Advertising Manager .....Jerry Julum
Chief Announcer.....Frank Jackson
Sales Manager.....Ross Porter
Publicity Director.....Maxine Eddy
Chief Engineer.....John Molloy

POLICIES

Beer accounts acceptable. Foreign language acceptable but audience negligible. All programs must be in good taste.

Sales staff capable of window display work. Local dealer contacts made and report made to client of dealer's opinion. Newspaper tie-up considered valuable in this respect.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

KTUL

"YOUR FRIENDLY COLUMBIA STATION"

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

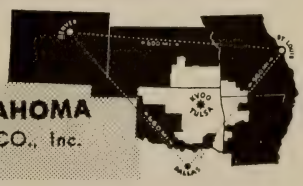
FREQUENCY: 1400 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: J. T.

NEWS COVERAGE *means* STATION COVERAGE!

THIRTY-THREE STATES, CANADA AND MEXICO sent 16,296 letters of appreciation to the KVOO News Bureau when it celebrated its Fifth Anniversary and gave its six-thousandth DAYTIME news broadcast on November 20, 1937. Of the total, 15,788 letters were from Oklahoma, Kansas, Missouri, Arkansas and Texas, *proving the KVOO coverage area, county by county and town by town.* Writers gave sex, occupation and news listening habits. This information has been broken down into one of the most illuminating analyses of a Daytime News Audience ever compiled! Available at your request.

KVOO TULSA

The Most Powerful Station between St. Louis, Dallas and Denver



THE VOICE OF OKLAHOMA

EDWARD PETRY AND CO., Inc.

Representatives

Griffin. OPERATED BY: Tulsa Broadcasting Co., Inc. BUSINESS ADDRESS: 320 S. Boston. PHONE: 4-8188. STUDIO ADDRESS: 320 S. Boston. TRANSMITTER LOCATION: 3904 S. Newport. TIME ON THE AIR: (daily) 6:30 A.M. to 12:15 A.M.; (Saturday) 6:30 A.M. to 12:30 A.M.; (Sunday) 7:00 A.M. to 12:15 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library (Public Domain).

PERSONNEL

President.....J. T. Griffin
Station Manager.....Wm. C. Gillespie
Commercial Manager.....Buryl Lottridge
Artists' Bureau Head.....Robert Holt
Chief Announcer.....Eddie Gallaher
Sales Manager.....Fenton Jeffers
Publicity Director.....Sylvia Stecher
Musical Director.....Lillian Smithline
Chief Engineer.....Nathan Wilcox

POLICIES

Accepts beer accounts only. No sizeable foreign population for foreign language programs.

Special merchandising and exploitation includes: Letters to dealers; Posters distributed; Special plugs on the air; Newspaper publicity, and Surveys conducted. Exploit advertisers' merchandise in every possible way.

REPRESENTATIVE

Free & Peters, Inc.

KVOO

"VOICE OF OKLAHOMA"

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1140 Kc. POWER: 25,000 Watts. OWNED BY: Southwestern Sales Corp. OPERATED BY: Southwestern Sales Corp. BUSINESS ADDRESS: Tulsa. PHONE: 2-2254. STUDIO ADDRESS: Phil Tower. TRANSMITTER LOCATION: 11 miles east of Tulsa. TIME ON THE AIR: 6:00 A.M. to 12:00 noon (Divides night time). NEWS SERVICES: International News Service, Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....P. Q. Proctor
Commercial Manager.....Willard Egolf
Chief Announcer.....Bob Dehaven
Station Manager.....William B. Way
Sales Manager.....Willard Egolf
Publicity Directors.Gordon Avery, Ken Miller
Musical Director.....T. Young
Chief Engineer.....L. W. Stinson

POLICIES

No liquor accounts accepted.

Maintains regular merchandising department with usual services.

REPRESENTATIVE

Edward Petry Company

OREGON

Population 1,027,000

Number of Families 284,080 Number of Radio Homes 245,720

Retail Sales $335,851,000 Auto Registrations 332,729

KAST

"VOICE OF LOWER COLUMBIA"

ASTORIA—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Astoria Broadcasting Co. OPERATED BY: Astoria Broadcasting Co. BUSINESS ADDRESS: Hotel Astoria. PHONE: 95. STUDIO ADDRESS: Hotel Astoria. TRANSMITTER LOCATION: Hotel Astoria. TIME ON THE AIR: 7:00 A.M. to sunset. NEWSPAPER AFFILIATION: Astorian-Budget. NEWS SERVICES: Famous Dorana, World Broadcasting System.

PERSONNEL

President.....M. R. Chessman
Commercial Manager.....Laurence Kirk
Station Manager.....James C. Wallace
Musical Director.....Leonard Shreve
Chief Engineer.....Lawrence King

POLICIES

As per Oregon state law—No liquor advertising on radio. Accepts foreign language programs.

Gives merchandising cooperation and assistance to all advertisers.

REPRESENTATIVES

Cox & Tanz, Walter Biddick and Van Cronkhite & Assoc. (Foreign Language)

♦

KOAC

CORVALLIS—EST. 1922

FREQUENCY: 550 Kc. POWER: 100 Watts. OWNED BY: Oregon State Agricultural Col-

lege. OPERATED BY: Oregon State Agricultural College. BUSINESS ADDRESS: Corvallis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

PERSONNEL

Director .....Luke L. Roberts

POLICIES

Station does not sell time.

♦

KORE

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Eugene Broadcast Station. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: 731 Willamette St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: Full Time. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

Manager .....Frank L. Hill

POLICIES

Advertising of alcoholic beverages accepted in programs of fifteen minutes or over.

REPRESENTATIVE

John Blair & Co.

♦

KFJI

KLAMATH FALLS—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KFJI Broadcasters. OPERATED BY: Same. BUSINESS ADDRESS: 213 Main St. PHONE: 2125. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: World Broadcasting System & MacGregor & Sollie.

PERSONNEL

President .....J. A. Kincaid
Station Manager .....Geo. Kincaid
Commercial Manager .....Geo. Kincaid
Chief Announcer.....Jack Keating
Sales Manager.....M. E. Dunn
Chief Engineer.....Joe Carroll

REPRESENTATIVE

Cox & Tanz

♦

KLBM*

LA GRANDE—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harold M. Finlay and Mrs. Eloise Finlay. OPERATED BY: Harold M. Finlay and Mrs. Eloise Finlay. BUSINESS ADDRESS: La Grande. PHONE: Main 600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: La Grande Observer.

* Operating under C.P. at time of going to press.

♦

KOOS

"SOUTHWESTERN OREGON STATION"
"THE VOICE OF COOS BAY"

MARSHFIELD—EST. 1928

NBC (Red, for Football games only)

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Pacific Radio Corporation. OPERATED BY: Pacific Radio Corp. BUSINESS ADDRESS: Hall Bldg. PHONE: 432, 433. STUDIO ADDRESS: Hall Bldg. TRANSMITTER LOCATION: Hall Bldg. TIME ON THE AIR: 7:30 A. M. to 10:00 P.M. (PST). NEWSPAPER AFFILIATIONS: Coos Bay Times. NEWS SERVICE: United Press.

PERSONNEL

President.....Walter L. Read
Commercial Manager.....Ben E. Stone
Advertising Manager.....Walter L. Read
Chief Announcer.....Frank Marrion
Station Manager.....Walter L. Read
Sales Manager.....Ben E. Stone
Director.....Sylvia Chandler
Musical Director.....Sylvia Chandler
Chief Engineer.....F. M. Rush

POLICIES

No hard liquor, wines or beer during certain hours. All such advertising subject to strict regulation and restrictions and station approval.

Renders reasonable merchandising cooperation at all times and will contact merchants in immediate vicinity in Marshfield and North Bend without cost to the advertiser.

REPRESENTATIVE

Walter Biddick (Pacific Coast)

♦

KMED

MEDFORD

NATIONAL BROADCASTING CO.
(RED OR BLUE)

FREQUENCY: 1410 Kc. POWER: 250 Watts. OWNED BY: Mrs. W. J. Virgin. OPERATED BY: Mrs. W. J. Virgin. BUSINESS ADDRESS: Main and Riverside. PHONE: 305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Medford. TIME ON THE AIR: Full Time.

PERSONNEL

Manager .....L. P. Bishop

POLICIES

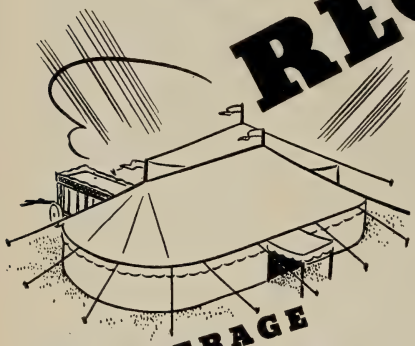
Advertising of alcoholic beverages not accepted, excepting beer and wine.

REPRESENTATIVE

Free and Peters

KGW KEX

FOR VALUE RECEIVED



COVERAGE



SHOWMANSHIP



RESULTS

TIME BUYERS—these facts ASSURE coverage!

KEX	KGW
1. 5000 watts.	1. 5000 watts DT, 1000 watts NT.
2. Clear channel.	2. 620 kc.
3. Vertical antenna.	3. 625 ft. vertical antenna.
4. Modern high fidelity transmitter.	4. RCA equipped throughout.
5. Oregon's most powerful station.	5. Oregon's pioneer radio station.

TIME BUYERS are interested in market coverage!

1. Population in KGW primary market 1,265,200.
2. Population in KEX primary market, 1,881,800.

TIME BUYERS know showmanship means listeners!

KEX—**721** remotes in 1937. KGW—**301** remotes in 1937.

Special events staff covered Presidential visit to Bonneville and Timberline—Auto Show, Hockey, Baseball, Football, Wrestling, Boxing, Air Circus, Russian Flyers, Symphony, Back-stage Interviews and hundreds of other outstanding events totaling over 1,000 remote broadcasts . . . averaging 3 a day!

Oregon keeps abreast of the times thru KGW-KEX!

TIME BUYERS—

A full commercial schedule with hundreds of renewals year after year prove results for advertisers. Write to KGW-KEX or Edward Petry & Company for full details. You will find KGW and KEX are the sales-result stations in Portland . . .

Where Contract Renewals are a Habit!

KGW NBC Red

RADIO STATIONS OF THE **OREGONIAN** PORTLAND, OREGON

KEX NBC Blue

Representatives—EDWARD PETRY & CO., Inc., New York, Chicago, Detroit, San Francisco

KALE

PORTLAND—EST. 1924

MUTUAL

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: KALE, Inc. OPERATED BY: Same. BUSINESS ADDRESS: New Heathman Hotel. PHONE: At. 7209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Weatherly Bldg. TIME ON THE AIR: 6:15 A.M. to 12:15 A.M. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: International News Service. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICES: NAB Library, Lang-Worth, World Broadcasting System, and Associated Music.

PERSONNEL

President.....C. Roy Hunt
Advertising Manager.....Charles Couche
Artists Bureau Head.....Johnnie Walker
Chief Announcer.....Stan Church
Station Manager.....Ted Kooreman
Sales Manager.....Charles Couche
Publicity Director.....Lester Halpin
Chief Engineer.....Louis Bookwalter

POLICIES

No liquor advertising accepted except beer and light wines after 10:00 P.M. No foreign language accounts except those of a religious nature. No medical programs.

Merchandising: Monthly merchandising publication "Radio Advertiser" sent to 4000 retailers in market area. Commercial programs publicized in each issue.

REPRESENTATIVE

Free & Peters, Inc.

♦

KBPS

PORTLAND—EST. 1923

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Student Body Benson Polytechnic School. OPERATED BY: Same. BUSINESS ADDRESS: 546 N. E. 12th Ave. PHONE: EA 8131-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 12:30—3:00 to 5:00 P.M. (each school day).

PERSONNEL

Chief Announcer.....R. T. Stephens
Station Manager.....William Allingham
Chief Engineer.....William Allingham

POLICIES

Non-commercial outlet.

♦

KEX

PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE

FREQUENCY: 1180 Kc. POWER: 5000 Watts. OWNED BY: Oregonian Pub. Co. (Lessee). OPERATED BY: Oregonian Pub. Co. BUSINESS ADDRESS: 6th and Adler Sts. PHONE: Atwater 2121. STUDIO ADDRESS: 801 Oregonian Bldg. TRANSMITTER LOCATION: North Portland on Pacific Highway. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. (Silent to KOB from KOB's local sundown until 8:00 P.M.) NEWSPAPER AFFILIATIONS: The Oregonian. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICES: Standard Library, NBC Thesaurus.

PERSONNEL

Station Manager.....W. Carey Jennings
Sales Manager.....Chester L. Blomsness
Publicity Director.....H. Q. Cox
Program Director.....Barney Miller
Chief Engineer.....Harold Singleton

POLICIES

No alcoholic beverages before 10:30 P.M. Medicinal accounts subject to approval of station management. No foreign language programs accepted.

A limited amount of merchandising cooperation—monthly merchandising paper, and usual station promotion.

REPRESENTATIVE

Edward Petry & Co., Inc.

♦

KGW

"WHEN YOU THINK RADIO, THINK KGW"

PORTLAND—EST. 1922

NBC (Red Network)—NORTHWEST TRIANGLE

FREQUENCY: 620 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Oregonian Pub. Co. OPERATED BY: Oregonian Pub. Co. BUSINESS ADDRESS: 6th & Adler Sts. PHONE: Atwater 2121. STUDIO ADDRESS: 801 Oregonian Bldg. TRANSMITTER LOCATION: North Portland on Pacific Highway. TIME ON THE AIR: (daily) 7:00 A.M. to midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Oregonian. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: Standard Library, NBC Thesaurus.

PERSONNEL

Station Manager.....W. Carey Jennings
Sales Manager.....Chester L. Blomsness
Publicity Director.....H. Q. Cox
Program Director.....Barney Miller
Chief Engineer.....Harold Singleton

POLICIES

No alcoholic beverages before 10:30 P.M. Medicinal accounts subject to approval of station management. No foreign language programs accepted.

A limited amount of merchandising cooperation—monthly merchandising paper, and usual station promotion.

REPRESENTATIVE

Edward Petry & Co., Inc.

KOIN

PORTLAND—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KOIN, Inc. OPERATED BY: KOIN, Inc. BUSINESS ADDRESS: New Heathman Hotel. PHONE: Atwater 3333. STUDIO ADDRESS: New Heathman Hotel. TRANSMITTER LOCATION: Sylvan. TIME ON THE AIR: 6:30 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: The Oregon Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Music Publishers, World Program Library, Standard Radio, Lang-Worth Public Domain, NAB Library.

PERSONNEL

President.....C. W. Myers
Station Manager.....C. Roy Hunt
Commercial Manager.....C. E. Couche
Artists' Bureau Head.....Johnnie Walker
Chief Announcer.....Stanley Church
Sales Manager.....C. E. Couche
Publicity Director.....Lester Halpin
Musical Director.....Joseph Sampietro
Chief Engineer.....Louis Bookwalter

POLICIES

No hard liquor advertising accepted. Beer advertising accepted only between ten P.M. and midnight. No medical advertising or foreign language accounts accepted.

Monthly merchandising publication, "The Radio Advertiser," mailed to 4,000 retailers in primary coverage area. All network and national spot programs receive publicity in every issue.

REPRESENTATIVE

Free & Peters, Inc.

♦

KWJJ

"THE VOICE FROM BROADWAY"

PORTLAND—EST. 1927

FREQUENCY: 1040 Kc. POWER: 500 Watts. OWNED BY: KWJJ Broadcasting Co., Inc. OPERATED BY: KWJJ Broadcasting Co., Inc. BUSINESS ADDRESS: 622 S. W. Salmon St. PHONE: Atwater 4393-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oaks Park. TIME ON THE AIR: 6:00 A.M. to local sunset —9:00 P.M. to 3:00 A.M. NEWS SERVICE: Local news through Portland News-Telegram.

PERSONNEL

President.....Wilbur J. Jerman
Commercial Manager.....John C. Egan
Station Manager.....John C. Egan
Musical Director.....G. E. Speerstra
Chief Engineer.....W. J. Jerman

POLICIES

Accepts only beers and wines liquor accounts. Also accepts foreign language programs.

REPRESENTATIVE

Howard H. Wilson Co.

♦

KXL

PORTLAND—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KXL Broadcasters. OPERATED BY: Same. BUSINESS ADDRESS: KXL Bldg. PHONE: Broadway 6451. STUDIO ADDRESS: KXL Bldg. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press.

PERSONNEL

President.....T. W. Symons, Jr.
Commercial Manager.....T. W. Symons, Jr.
Chief Announcer.....George Wilhelm
Station Manager.....T. W. Symons, Jr.
Chief Engineer.....Ralph Mifflin

POLICIES

No foreign language accounts accepted. Merchandising service at cost.

♦

KRNR

"VOICE OF UMPQUA VALLEY"

ROSEBURG—EST. 1935

MUTUAL—DON LEE

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: News Review Co. OPERATED BY: Same. BUSINESS ADDRESS: Roseburg. Phone: No. 4 and No. 100. STUDIO ADDRESS: Umpqua Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (unlimited license). NEWSPAPER AFFILIATION: Roseburg News Review. NEWS SERVICE: Associated Press (non - commercial). TRANSCRIPTION SERVICE: Own Library.

PERSONNEL

Commercial Manager.....M. H. Pengra
Station Manager.....J. B. Toles
Musical Director.....Wanda Armour

POLICIES

No liquor, wine and beer as prohibited by state law. No foreign population. Station reserves censorship right, in interests of decency and entertainment value.

Full merchandising service thru station merchandising department.

REPRESENTATIVE

John Blair & Co.

KSLM

SALEM—EST. 1934

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Oregon Radio, Inc. OPERATED BY. Oregon Radio, Inc. BUSINESS ADDRESS: 343 Court St. PHONE: 6131 STUDIO ADDRESS: 343 Court St. TRANSMITTER LOCATION: half mile from city limits. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Morning Statesman. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....H. B. Read
Commercial Manager.....H. B. Read
Artists' Bureau Head.....Dwight Hoxie
Chief Announcer.....Dwight Hoxie
Station Manager.....H. B. Read
Publicity Director.....Clarice Kolbe
Musical Director.....Herbert Johnston
Chief Engineer.....Clyde Werzart

POLICIES

No liquor, beer or wine until afternoon. No foreign language shows; not considered enjoyable to general audience.

PENNSYLVANIA

Population 10,176,000

Number of Families 2,357,210 Number of Radio Homes 2,209,280

Retail Sales $2,490,910,000 Auto Registrations 1,918,116

WCBA-WSAN

ALLENTOWN—EST. 1923

NBC (Red and Blue)

FREQUENCY: 1440 Kc. POWER: 500 Watts. OWNED BY: WSAN, Inc. OPERATED BY: B. Bryan Musselman. BUSINESS ADDRESS: 39 N. 10th St. PHONE: 9511-6736. STUDIO ADDRESS: 39 N. 10th St. TRANSMITTER LOCATION: North 7th St. Highway. TIME ON THE AIR: 7:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: Chronicle and News, Allentown Morning Call. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....J. C. Shumberger
Commercial Manager....B. Bryan Musselman
Artists' Bureau Head.....George Y. Snyder
Chief Announcer.....John T. Van Sant
Station Manager.....B. Bryan Musselman
Publicity Director.....Charles R. Petrie
Musical Director.....George Y. Snyder
Chief Engineer.....Wm. A. McCutcheon

POLICIES

Advertising of alcoholic beverages accepted, but liquor programs must be at least 15 minutes in length and not permitted before 7:00 P.M.

On all political broadcasts the "Class A" rates apply. Less than 15 minutes not sold and no discounts apply. Copy must be furnished in advance of broadcast.

Maintains a merchandising service.

♦

WFBG

"VOICE OF THE ALLEGHENIES"

ALTOONA—EST. 1924

QUAKER STATE NETWORK

FREQUENCY: 1310 Kc. POWER 100 Watts. OWNED BY: The William F. Gable Co. OPERATED BY: The Gable Broadcasting Co. BUSINESS ADDRESS: Altoona. PHONE: 6467. STUDIO ADDRESS: The Gable Store. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President-Managing Director..George P. Gable
Chief Announcer .....Roy Thompson
Station Manager .....Roy Thompson
Sales Manager .....Roy Thompson
Chief Engineer .....James E. Moffatt

Note: Commercial department is directed by the Managing Director.

POLICIES

No special program policies.

REPRESENTATIVES

Cox & Tanz
Frank A. Wellman Adv. Agency

♦

WEST

EASTON—EST. 1936

MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Associated Broadcasters, Inc. OPERATED BY: Associated Broadcasters, Inc. BUSINESS ADDRESS: 516 Northampton St. PHONE: 8001. STUDIO ADDRESS: 516 Northampton St. TRANSMITTER LOCATION: Williams Township. TIME ON THE AIR: 7:30 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

President.....Clair R. McCollough
Commercial Manager.....Walter Kirkwood
Program Manager.....Wilbert Markle
Station Manager.....Walter Kirkwood
Publicity Director.....Richard West
Chief Engineer.....J. E. Mathiot

POLICIES

No special stated policies.

REPRESENTATIVE

Paul H. Raymer Co.

♦

WLEU

ERIE—EST. 1935

NBC—(BLUE)

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Leo J. Omelian. OPERATED BY: Same. BUSINESS ADDRESS: 12th & State Sts. PHONE 22-129. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 11:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Owner.....Leo J. Omelian
Chief Announcer.....James O'Shea
Station Manager.....V. Hamilton-Weir
Sales Manager.....V. Hamilton-Weir
Musical Director.....Bert Dowling
Chief Engineer.....Harold Roess

POLICIES

Liquor accounts accepted after 10:30 P.M. Foreign language accounts broadcast on Sundays only at present.

Merchandising: Exploitations of commercial programs via radio only; other forms of merchandising at extra cost.

WIBG

"YOUR FRIENDLY STATION"

GLENSIDE—EST. 1924

FREQUENCY: 970 Kc. POWER: 100 watts. OWNED BY: Seaboard Radio Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Keswick Theatre Bldg. PHONE: Ogontz 4570. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elkins Park. TIME ON THE AIR: 7:00 A.M. to local sunset (E.S.T.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Joseph M. Nassau
Station Manager.....Joseph M. Nassau
Publicity Director.....James A. Nassau
Musical and Program Director
Margaret R. Collins
Chief Engineer.....John H. Henninger

POLICIES

No foreign language programs or liquor advertising accepted.

♦

WHJB

GREENSBURG—EST. 1933

FREQUENCY: 620 Kc. POWER: 250 Watts. OWNED BY: Pittsburgh Radio Supply Co. OPERATED BY: Pittsburgh Radio Supply Co. BUSINESS ADDRESS: 128 Pennsylvania Ave. PHONE: 3740. STUDIO ADDRESS 128 Pennsylvania Ave. TRANSMITTER LOCATION: 128 Pennsylvania Ave. TIME ON THE AIR: 7:00 A.M. to local sunset.

PERSONNEL

President.....H. J. Brennen
Commercial Manager.....R. M. Thompson
Advertising Manager.....R. M. Thompson
Chief Announcer.....Lew Clawson
Station Manager.....H. E. Clark
Chief Engineer.....Walter McCoy

POLICIES

Liquor advertising accepted but only in the form of high class program scheduled for broadcasting after 10:30 P.M. All contracts are subject to station owner's approval and government regulations. All material must conform to the standards of the station which reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

REPRESENTATIVE

Gene Furgason & Co.

♦

WSAJ

GROVE CITY

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Grove City College. OPERATED BY: Grove City College. BUSINESS ADDRESS:

Grove City. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified Hours.

PERSONNEL

Director .....H. W. Harmon

POLICIES

Station does not sell time.

♦

WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: WHP, Inc. OPERATED BY: WHP, Inc. BUSINESS ADDRESS: Telegraph Bldg. PHONE: 4-3211. STUDIO ADDRESS: Telegraph Bldg. TRANSMITTER LOCATION: 4 miles east of Harrisburg on new Harrisburg-Hershey Highway. TIME ON THE AIR: (daily) 7:30 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. NEWSPAPER AFFILIATION: The Harrisburg Telegraph. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....E. J. Stackpole, Jr.
Station Manager.....A. K. Redmond
Production Director.....E. K. Smith
Sales Director.....C. L. Bailey
Publicity Director.....Dick Redmond
Musical Directors.David Shoop—Robert Diehl
Chief Engineer.....R. S. Duncan

POLICIES

No foreign language programs. Liquor advertising accepted only after 11 p.m. Beer and light wines advertising accepted any time. Only medical advertising which meets with the requirements of Pennsylvania Health Dept.

Direct mail to introduce program series before starting date. Show card service, and theater tie-in, both screen and lobby. Most important—items in the radio section of the Harrisburg Telegraph "Watts In The Air." (Daily.) Also spot announcements to introduce program.

♦

WKBO

HARRISBURG—EST. 1927

MUTUAL & QUAKER

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Telegraph Press. OPERATED BY: Keystone Broadcasting Corp. BUSINESS ADDRESS: Penn Harris Hotel, 3rd & Walnut Sts. PHONE: 4-0191-2. STUDIO ADDRESS: Penn Harris Hotel. TRANSMITTER LOCATION: Third & Walnut Sts. TIME ON THE AIR: 7:00 a.m. to 6:00 p.m.—8:00 p.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Harrisburg Telegraph News. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....A. H. Stackpole
Commercial Manager.....Geo. C. Smith
Artists Bureau Head.....Clyde Moser
Station Manager.....C. G. Moss
Sales Manager.....George C. Smith
Musical Director.....Clyde Moser
Chief Engineer.....Charles Myers

POLICIES

No liquor accounts accepted before 10 p.m.

REPRESENTATIVE

Frank Wellman, Phila.

♦

WAZL

"VOICE OF THE ANTHRACITE COAL REGION"

HAZELTON—EST. 1932

MASON-DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Hazelton Broadcasting Service, Inc. OPERATED BY: Hazelton Broadcasting Service, Inc. BUSINESS ADDRESS: 708 Hazelton National Bank Bldg. PHONE: 1488. STUDIO ADDRESS: 708 Hazelton National Bank Bldg. TRANSMITTER LOCATION: Hazelton National Bank Bldg. TIME ON THE AIR: 9:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth.

PERSONNEL

President.....C. R. McCollough
Commercial Manager.....V. C. Diehm
Program Manager.....Edward Reisel
Chief Announcer.....James Peiser
Station Manager.....V. C. Diehm
Sales Manager.....V. C. Diehm
Publicity Director.....T. A. Tito
Chief Engineer.....J. E. Mathiot

POLICIES

No stated special policies.

REPRESENTATIVE

Paul Raymer Company

♦

WJAC

JOHNSTOWN—EST. 1925

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WJAC, Inc. OPERATED BY: WJAC, Inc. BUSINESS ADDRESS: Tribune Annex, Locust St. PHONE: 244. STUDIO ADDRESS: Tribune Annex, Locust St. TRANSMITTER LOCATION: Tribune Bldg., Locust St. NEWSPAPER AFFILIATIONS: The Johnstown Tribune, The Johnstown Democrat. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Walter W. Krebs
Station Manager.....J. C. Tully
Chief Engineer.....A. J. Reid

"As You Like It"

- **Programs**
- **Power**
- **Listening audience**
- **Results**

WCAU

50,000 WATTS · PHILADELPHIA

To facilitate contact a direct telephone wire from our New York office to WCAU Philadelphia headquarters is available Free to all New York advertisers and agencies. Simply call Wickersham 2-2000.

WGAL

LANCASTER—EST. 1922

INTERCITY—MASON-DIXON GROUP

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WGAL, Inc. OPERATED BY: WGAL, Inc. BUSINESS ADDRESS: 8 West King St. PHONE: 5252. STUDIO ADDRESS: 8 West King St. TRANSMITTER LOCATION: 8 West King St. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

President.....J. E. Mathiot
Commercial Manager.....Walter Miller
Program Manager.....Ernest Stanziola
Station Manager.....Walter Miller
Publicity Director.....Paul Rodenhauser
Chief Engineer.....J. E. Mathiot

POLICIES

No stated special policies.

REPRESENTATIVE

Paul H. Raymer Company

♦

KYW

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 1020 Kc. POWER: 10,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: 1619 Walnut St. PHONE: Locust 3760. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: RFD No. 4, Norristown. TIME ON THE AIR: 6:59 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....F. A. Merrick
Station Manager.....Leslie Joy
Program Manager.....James P. Begley
Sales Prom.-Advertising Manager
L. B. Beeuwkes
Sales Manager.....John S. K. Hammann
Publicity Director.....J. A. Aull
Musical Director.....Jan Savitt
Chief Engineer.....E. H. Gager

POLICIES

Beer permissible. Policies of the National Broadcasting Company otherwise.

Merchandising: The merchandising cooperation offered with relation to commercial programs, consists of the sending out, at cost, of dealer and distributor sales letters. Pleased to offer, upon request of the advertiser, suggestions for tying in the product locally with the radio broadcast.

WCAU

PHILADELPHIA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1170 Kc. POWER: 50,000 watts. OWNED BY: WCAU Broadcasting Co. OPERATED BY: WCAU Broadcasting Co. BUSINESS ADDRESS: WCAU Bldg. PHONE: Locust 7700. STUDIO ADDRESS: WCAU Bldg. TRANSMITTER LOCATION: Newtown Square. TIME ON THE AIR: 6:15 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Dr. Leon Levy
Commercial Manager.....Robert A. Street
Advertising Manager.....Thomas Ruane
Director of Programs.....Stan Lee Broza
Station Manager.....Dr. Leon Levy
Sales Manager.....Robert A. Street
Publicity Director.....Kenneth W. Stowman
Musical Director.....Robert Golden
Chief Engineer.....John Leitch

POLICIES

Neither hard liquor advertising or foreign language accounts are accepted by our station. Does accept advertising for light alcoholic beverages such as beer and wines.

Active publicity department that is in constant contact with all newspapers in our coverage area. Sales promotion department develops dealer co-operation, through tie-ins and supplies special premium and merchandising ideas.

REPRESENTATIVE

Transamerican Broadcasting & Television Corp. (Chicago Office Only)

♦

WDAS

"PHILADELPHIA'S ONLY INDEPENDENT FULL-TIME STATION"

PHILADELPHIA—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WDAS Broadcasting Sta., Inc. OPERATED BY: WDAS Broadcasting Sta., Inc. BUSINESS ADDRESS: 1211 Chestnut St. PHONE: Locust 7400—Race 7474. STUDIO ADDRESS: 1211 Chestnut St. TRANSMITTER LOCATION: Woodside Park. TIME ON THE AIR: 7:30 a.m. to midnight. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: Langworth & Wentworth, NAB Library.

PERSONNEL

President.....Alexander W. Dannenbaum
Vice-President-General Manager..P. J. Stanton
Commercial Manager.A. W. Dannenbaum, Jr.
Advertising Manager.....Jerry Stone
Artists Bureau Head.....Harold Davis
Chief Announcer.....Harold Davis

PARDON US

While we roll up our sleeves

THERE'S work to be done! And it's a man-sized job! We've just invited another million listeners to have breakfast, luncheon and dinner with us every day in the week, fifty-two weeks a year!

THAT'S a large order, too, because we know they'll move in to join our present 5 million "regulars." But, like the perfect host, we'll be ready for them—ready with our recently completed, modern, Widener Building studios, and now, our new high fidelity transmitter.

WE'VE just spent more than $400,000 on these improvements, but if they make our listener and advertiser "old boarders" and "new visitors" more happy, comfortable and contented with increased service, greater signal strength and wider coverage it's worth every nickel of it!

ENTERTAINING these 6 million "guests" and making them jump through the sales loop for the advertiser is the job ahead. And say, you should see the flock of special features, new programs and merchandising stunts we're using to "put our house in order." Yes sir, this is one blow-out that advertisers will be talking about for a long time to come, so—

PARDON US

While We Roll

Up Our Sleeves!



Sales Manager.....A. W. Dannenbaum, Jr.
Publicity Director.....Jerry Stone
Musical Director.....Joseph Schribeman
Chief Engineer.....Frank Unterberger

POLICIES

Accepts liquor advertising. Regular programs in Italian, Jewish and Polish. (No foreign program permitted before 8:00 p.m.)

Advertising support in newspapers and radio papers; Station also co-operative with merchandising, and maintains an artist bureau, free to clients.

♦

WFIL

PHILADELPHIA—EST. 1935

NATIONAL BROADCASTING CO. (BLUE)
MUTUAL—QUAKER NETWORK

FREQUENCY: 560 Kc. POWER: 1,000 Watts. OWNED BY: WFIL Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Widener Bldg. PHONE: Rit. 6900. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 63rd Passayunk Ave. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Library, Standard Library and own recording laboratory.

PERSONNEL

President.....Samuel R. Rosenbaum
Station Manager.....Donald Withycomb
Chief Announcer.....David Tyson
Sales Manager.....Jack Stewart
Publicity Director.....Joseph T. Connolly
Musical Director.....Anthony Candelori
Chief Engineer.....Frank V. Becker
Program Director.....John Clark

POLICIES

Station accepts light wines and beer advertising; bans hard liquor. Will not accept foreign language. Only other restriction is that copy conform to standards of good public taste.

Merchandising: Local pioneer on establishment of merchandising bureau. Has swap time arrangements with two Phila. dailies and uses this display space to advertise commercial programs at no cost to sponsor. Also uses direct mail and exhibit form of merchandising.

REPRESENTATIVE

Edward Petry & Co.

♦

WHAT

PHILADELPHIA—EST. 1930

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Independence Broadcasting Co., Inc. OPERATED BY: Independence Broadcasting Co., Inc. BUSINESS ADDRESS: Public Ledger Bldg. PHONE: Lombard 2390-1—Main 2000. STUDIO ADDRESS: Public Ledger Bldg. TRANSMITTER LOCATION: Hotel Philadelphian. TIME ON THE AIR: Shares time—generally 9:00 a.m. to 1:00 p.m. & 5:00 p.m. to midnight (4 nights). NEWSPAPER AFFILIATION: Evening Public Ledger. TRANSCRIPTION SERVICE: Has full facilities.

PERSONNEL

President-Station Mgr....W. Porter Ogelsby, Jr.
Chief Engineer.....J. C. Geise, Jr.

POLICIES

Does not accept liquor, dentists', or doctors' advertising, nor unpleasant copy. Carries Italian, German and Lithuanian language programs.

♦

WIP

"PHILADELPHIA'S PIONEER VOICE"

PHILADELPHIA—EST. 1922

INTERCITY

FREQUENCY: 610 Kc. POWER: 1000 watts. OWNED BY: Gimbel Bros., Inc. OPERATED BY: Penna. Broadcasting Co. BUSINESS ADDRESS: 35 S. 9th St. PHONE: Walnut 6800. STUDIO ADDRESS: 35 S. 9th St. TRANSMITTER LOCATION: 2108 Spring Garden St. TIME ON THE AIR: 6:45 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Skyscrapers . . .
Sailing Ships . . .
(We Don't Sell 'Em!)

BUT we do sell shoes, shirts, and soap . . . and a hundred other items every man and woman needs. It's all because we're not a class station. Good neighborliness is our policy. A good neighbor can sell an item any day where a city slicker couldn't get his nose in the door.

All our programs and all our ideals are focussed toward one aim—neighborliness. No Oxford English, no Cambridge accent, yet every one of our announcers does a good job. Honestly, we're proud of our results.

Snellenburg's, one of Philadelphia's greatest department stores, has been with us consistently for over three years.

Sears, Roebuck and Company use us more than any other Philadelphia outlet.

Dalsimer's great shoe store likewise have been availing themselves exclusively of our facilities for over three years.

We think it's interesting to know that 85% of our current accounts are operating on renewal contracts . . . and that's a record for anyone to shoot at. We'd like to make you one of our good neighbor accounts. You'll always find us ready with a solution or an antidote for some particular advertising problem.

Yes, we're good neighbors. Just in case we mightn't have told you, we're

WDAS

ON THE DIAL AT 1370

Philadelphia's Only Full-time Independent Broadcasting Station

PERSONNEL

President.....Benedict Gimbel, Jr.
Chief Announcer.....Edward Wallis
Station Manager.....Benedict Gimbel, Jr.
Sales Manager.....Major Edward A. Davies
Publicity Director.....Murray Arnold
Musical Director.....Clarence Fuhrman
Chief Engineer.....Clifford C. Harris
Program Director.....James Allan

POLICIES

No foreign language programs accepted. Liquor advertising accepted after 8 p.m.

REPRESENTATIVE

William G. Rambeau Co.

♦

WPEN-WRAX

"PHILADELPHIA'S OWN STATION"

PHILADELPHIA—EST. 1929

(HOOK-UP WITH WOV, New York)

FREQUENCY: 920 Kc. POWER: 1000 Watts. OWNED BY: Wm. Penn Broadcasting Co. OPERATED BY: Wm. Penn Broadcasting Co. BUSINESS ADDRESS: 22nd and Walnut Sts. PHONE: Rittenhouse 4140. STUDIO ADDRESS: 22nd and Walnut Sts. TRANSMITTER LOCATION: West Philadelphia. TIME ON THE AIR: 7:00 A.M. to midnight.

PERSONNEL

General Manager.....H. Kiczales
Station Manager.....Dwight E. Rorer
Commercial Manager.....George Lasker
Publicity Director.....Manning Hall
Musical Director.....Joseph Franzosa
Chief Engineer.....Charles Burtis

POLICIES

No liquor accounts accepted. Foreign language accounts solicited.

♦

WTEL

PHILADELPHIA—EST. 1925

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Foulkrod Radio Engineering Co. OPERATED BY: Foulkrod Radio Engineering Co. BUSINESS ADDRESS: 3701 N. Broad St. PHONE: Radcliff 6647. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rowlandville, Pa. TIME ON THE AIR: Shares Time with WHAT.

PERSONNEL

General Manager .....Henry N. Cocker

♦

KDKA

PITTSBURGH—EST. 1920

NBC (BLUE)

FREQUENCY: 980 Kc. POWER: 50,000 watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: Grant Bldg. PHONE: Grant 4200. STUDIO ADDRESS: Grant Bldg. TRANSMITTER LOCATION: Saxonburg. TIME ON THE AIR: 6:45 a.m. to 1:00 a.m. NEWS SERVICE: United Press. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....F. A. Merrick
Station Manager.....A. E. Nelson
Artists Bureau Head.....E. J. Calahan
Sales Manager.....W. E. Jackson
Publicity Director.....Lynden Morrow
Musical Director.....Maurice Spitalny
Chief Engineer.....J. E. Baudino

POLICIES

Same as National Broadcasting Co.

REPRESENTATIVE

National Broadcasting Co.

♦

KQV

"VOICE OF PITTSBURGH"

PITTSBURGH—EST. 1919

WLW LINE

FREQUENCY: 1380 Kc. POWER: 500 watts. OWNED BY: KQV Broadcasting Co. OPERATED BY: KQV Broadcasting Co. BUSINESS ADDRESS: 1406 Chamber of Commerce Bldg. PHONE: Private Exchange, Grant 4860. STUDIO ADDRESS: 1406 Chamber of Commerce Bldg. TRANSMITTER LOCATION: 1475 Crane Road, Greentree Borough. TIME ON THE AIR: 7:00 a.m. to 12:30 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio Library.

PERSONNEL

President.....H. J. Brennen
Commercial Manager.....R. M. Thompson
Advertising Manager.....R. M. Thompson
Chief Announcer.....J. Herbert Angell
Station Manager.....J. J. Laux
Sales Manager.....R. M. Thompson
Publicity Director.....Joe Vilella
Chief Engineer.....Walter W. McCoy

POLICIES

Accept beer and wines in announcement and program form anytime. Accept hard liquor only after 9:00 p.m. and in program form. Foreign language accounts accepted with some restrictions regarding amount of foreign speaking in program.

Cooperates with accounts by mailing station letters to local trade outlets regarding radio campaign. Other general cooperation.

REPRESENTATIVE

Gene Furgason & Co.
Transamerican Broadcasting & Television Corp. (for WLW line)

♦

WCAE

PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

FREQUENCY: 1220 Kc. POWER: 5000 watts. OWNED BY: WCAE, Inc. OPERATED BY: WCAE, Inc. BUSINESS ADDRESS: Hotel Wil-

liam Penn. PHONE: Atlantic 5184. STUDIO ADDRESS: Hotel William Penn. TRANSMITTER LOCATION: Baldwin Township. TIME ON THE AIR: 7:00 a.m. to 1:30 a.m. NEWSPAPER AFFILIATION: Pittsburgh Sun-Telegraph. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

President.....Jos. V. Connolly
Station Manager.....Leonard Kapner
Publicity Director.....James F. Murray
Musical Director.....Earl Truxell
Chief Engineer.....James Schultz
Program Manager.....R. Clifton Daniel

POLICIES

Hard liquor advertising accepted only after 10:30 p.m.—must be live talent program produced in station studios. Accepts no foreign language accounts.

No special merchandising facilities.

REPRESENTATIVE

Hearst Radio, Inc.

♦

WJAS

PITTSBURGH—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 411—7th Ave. PHONE: Grant 4860-1-2-3-4-5-6. STUDIO ADDRESS: 411—7th Ave. TRANSMITTER LOCATION: 1475 Crane Road, 20th Ward, Pittsburgh. TIME ON THE AIR: 7:30 a.m. to 12:30 a.m. NEWS SERVICES: United Press, Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, also cut own disks.

PERSONNEL

President.....S. A. Pickering
General Manager.....H. J. Brennen
Station Manager.....Howard E. Clark
Commercial Manager....R. M. Thompson, Sr.
Chief Announcer.....Beckley Smith
Sales Manager.....R. M. Thompson, Sr.
Publicity Director.....M. Deverson
Musical Director & Pgm. Mgr.....Jas. Hughes
Chief Engineer.....W. W. McCoy

POLICIES

No liquor accounts before 10:30 p.m. then, quarter-hour programs only of high standard.

No special merchandising features.

REPRESENTATIVE

Gene Furgason & Co.

♦

WWSW

"PROMOTING PITTSBURGH INSTITUTIONS"

PITTSBURGH—EST. 1931

QUAKER STATE

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Walker & Downing Radio Corp. OPERATED BY: Walker & Downing Radio Corp. BUSINESS ADDRESS: Hotel Keystone. PHONE: Grant 5200. TIME ON THE AIR: 7:30 a.m. to midnight. NEWSPAPER AFFILIATION: Pittsburgh Post Gazette. NEWS SERVICE: International News. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President.....Paul Block
Commercial Manager.....Frank R. Smith
Advertising Manager.....Frank R. Smith
Chief Announcer.....Ray Schneider
Station Manager.....Frank R. Smith, Jr.
Sales Manager.....Frank R. Smith, Jr.
Publicity Director.....Kieran Balfe
Musical Director.....Walter E. Sickles
Chief Engineer.....Ancil A. Lewis

POLICIES

Hard liquor advertising carried with restrictions. Foreign language programs confined to period on Sunday from 9:30 a.m. to 2:30 p.m.

Merchandising service furnished when contract justifies effort.

REPRESENTATIVE

Cox & Tanz

♦

WEEU

READING—EST. 1931

FREQUENCY: 830 Kc. POWER: 1000 Watts. OWNED BY: Berks Broadcasting Co. OPERATED BY: Berks Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7335. STUDIO ADDRESS: 533 Penn St., State Theatre and Reading Senior High School. TRANSMITTER LOCATION: Spring Township. TIME ON THE AIR: 8:00 A.M. to local sunset. TRANSCRIPTION SERVICE: Lang-Worth, NBC Thesaurus.

PERSONNEL

General Manager .....Clifford M. Chafey
Program Director.....Paul Breedy
Sales Manager.....W. A. Riple

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station maintains program, merchandising and publicity departments.

REPRESENTATIVE

Craig & Hollingbery, Inc.

♦

WRAW

READING—EST. 1921

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Reading Broadcasting Co. OPERATED BY: Reading Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7336. STUDIO ADDRESS: 533 Penn St. and State Theatre. TRANSMITTER LOCATION: Reading.

TIME ON THE AIR: Week Days, 7:00 A.M. to 12:00 midnight. Sundays, 6:00 P.M. to 12:00 midnight.

PERSONNEL

President ..... Clifford M. Chafey
Station Manager ..... Raymond A. Gaul

POLICIES

Advertising of alcoholic beverages accepted but liquor advertising permitted only after 10:30 P.M.

♦

WGBI

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Scranton Broadcasters, Inc. OPERATED BY: Scranton Broadcasters, Inc. BUSINESS ADDRESS: 1000 Wyoming Ave. PHONE: 6296-7. STUDIO ADDRESS: Administration Bldg. of International Correspondence Schools. TRANSMITTER LOCATION: Drinker Turnpike, Dunmore, Pa. TIME ON THE AIR: (daily) 7:00 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus, and Standard Radio.

WBRE

Wilkes-Barre, Pa.

Now

NBC

Red and Blue

•

Serving Northeastern Pennsylvania with a full schedule of NBC programs and local programs of unusual interest.

•

100 WATTS 1310 KC.

NEW VERTICAL RADIATOR

LOUIS G. BALTIMORE, *Gen. Mgr.*

PERSONNEL

President ..... Frank Megargee
Commercial Manager ..... Geo. D. Coleman
Station Manager ..... Robert E. McDowell
Sales Manager ..... Geo. D. Coleman
Program Director ..... Frank Monaghan
Chief Engineer ..... Kenneth R. Cooke

POLICIES

No special restrictions on liquor advertising. Foreign language programs subject to approval of station.

Prepared to offer every cooperation possible to the advertiser. At the start of a schedule a series of plug announcements and news stories is used on the air to properly introduce the program. Further, the program is highlighted in the newspaper space regularly used by WGBI. If the advertiser desires, letters will be sent to the trade, providing mailing list is furnished and postage paid. While the station has not set up a separate dept. for extensive merchandising, any reasonable amount of work that can be handled by the regular staff will be provided without cost and more extensive service will be properly supervised and billed at the actual cost of material and labor.

REPRESENTATIVE

John Blair & Co.

♦

WQAN

SCRANTON

FREQUENCY: 880 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Scranton Times. OPERATED BY: The Scranton Times. BUSINESS ADDRESS: Scranton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares Time with WGBI. NEWSPAPER AFFILIATION: The Scranton Times.

PERSONNEL

Director ..... A. J. O'Malley

POLICIES

Station does not sell time.

♦

WKOK

"FRIENDLY VOICE OF CENTRAL PENNSYLVANIA"

SUNBURY—EST. 1934

QUAKER

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: B. E. Beck, H. Haddon & G. Beck. OPERATED BY: Sunbury Broadcasting Co. BUSINESS ADDRESS: 1150 N. Front St. PHONE: 1326. STUDIO ADDRESS: 1150 N. Front St. TRANSMITTER LOCATION: 1150 N. Front St. TIME ON THE AIR: (Sunday) 6:00 a.m. to 1:00 p.m., (Mon., Wed. & Fri.) 12:00 noon to 12:00 midnight, (Tues., Thurs. & Sat.) 12:00 noon to 6:00 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....H. H. Haddon
Chief Announcer.....Reg Merridew
Station Manager.....Melvin Lahr
Chief Engineer.....Clif Kerstetter

POLICIES

No special policies in regard to liquor or foreign language accounts, etc.

REPRESENTATIVE

Wellman Agency

♦

WMBS

UNIONTOWN—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Fayette Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Uniontown. PHONE: 800. STUDIO ADDRESS: Fayette Title & Trust Bldg. TRANSMITTER LOCATION: 3 miles South of Uniontown. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NBC Thesaurus.

PERSONNEL

President .....Joseph C. Burwell
Commercial Manager .....M. E. Slagel
Artists' Bureau Head .....Hugh Rafferty
Chief Announcer .....Lou Bennett
Station Manager .....Joseph C. Burwell
Sales Manager .....M. E. Slagel
Publicity Director .....Sullivan Sages
Musical Director .....Sullivan Sages
Chief Engineer .....Kenneth M. Meredith

POLICIES

No stated special program policies.

Merchandising through window and car posters; newspaper advertisements.

REPRESENTATIVE

F. A. Wellman

♦

WBAX

"45 MINUTES FROM BROADWAY BY AMERICAN AIRLINES"

WILKES-BARRE—EST. 1922

QUAKER

FREQUENCY: 1210 Kc. POWER 100 watts. OWNED BY: John H. Stenger, Jr. OPERATED BY: John H. Stenger, Jr. BUSINESS ADDRESS: 141 So. Main. PHONE: 2-2736-3-0196-7-8. STUDIO ADDRESS: 141 S. Main. TRANSCRIPTOIN LOCATION: Plains Township. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Radio Bands, Inc. & Standard Radio, also Presto Recording Equipment.

PERSONNEL

President.....John H. Stenger, Jr.
Commercial Manager.....Hal Seville
Advertising Manager.....Hal Seville
Artists Bureau Head.....Richard Evans
Chief Announcer.....Richard Mawson
Station Manager.....Hal A. Seville
Sales Manager.....Hal Seville
Publicity Director.....Hal Seville
Musical Director.....William Herbert
Chief Engineer.....John H. Stenger, Jr.

POLICIES

No special restrictions on liquor or foreign language accounts.

Maintains a merchandising unit of three men.

♦

WBRE

WILKES-BARRE—EST. 1924

QUAKER

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Louis G. Baltimore. OPERATED BY: Louis G. Baltimore. BUSINESS ADDRESS: 16 N. Main St. PHONE: 3-3101-2. STUDIO ADDRESS: 16 N. Main St. TRANSMITTER LOCATION: Kingston. TIME ON THE AIR: 7:45 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

President.....Louis G. Baltimore
Commercial Manager.....S. R. Baltimore
Advertising Manager.....S. R. Baltimore
Artists' Bureau Head.....Jerry Butler
Chief Announcer.....William Phillips
Station Manager.....L. G. Baltimore
Sales Manager.....A. C. Baltimore
Publicity Director.....F. D. Coslett
Musical Director.....L. Savitt
Chief Engineer.....Charles Sakoski

POLICIES

Accepts liquor programs, also foreign language programs (Polish and Italian especially).

♦

WRAK

WILLIAMSPORT—EST. 1929

QUAKER

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WRAK, Inc. OPERATED BY: WRAK, Inc. BUSINESS ADDRESS: 244 W. 4th St. PHONE: 2-6116-7. STUDIO ADDRESS: 244 W. 4th St. TRANSMITTER LOCATION: 1561 W. 4th St. TIME ON THE AIR: 7:30 a.m. to 9:30 p.m. NEWSPAPER AFFILIATIONS: Williamsport Sun & Williamsport Gazette & Bulletin. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICES: NBC Thesaurus.

PERSONNEL

President.....E. M. Case
Commercial Manager.....Geo. E. Joy
Advertising Manager.....O. M. Linn
Artists Bureau Head.....P. Breining
Chief Announcer.....Irving Berndt

Station Manager.....G. E. Joy
Sales Manager.....T. W. Metzger
Publicity Director.....J. W. Mackey
Musical Director.....Lillian Gramley
Chief Engineer.....Louis Persio

POLICIES

Does not accept alcoholic advertising of any kind.

Maintains a merchandising service.

♦

WORK

YORK—EST. 1932

NBC (RED & BLUE)—INTERCITY-MASON-DIXON GROUP

FREQUENCY: 1320 Kc. POWER: 1000 Watts. OWNED BY: York Broadcasting Co., Inc. OPERATED BY: York Broadcasting Co., Inc. BUSINESS ADDRESS: 13 S. Beaver St. PHONE: 6629. STUDIO ADDRESS: 13 S. Beaver St. TRANSMITTER LOCATION: West Manchester Township. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

President.....Clair R. McCullough
Commercial Manager.....Robert Gulick
Program Manager.....Harold Miller
Station Manager.....Robert Gulick
Publicity Director.....John Neff
Chief Engineer.....J. E. Mathiot

POLICIES

No stated special policies.

REPRESENTATIVE

Paul H. Raymer Co.

RHODE ISLAND

Population 681,000

Number of Families 163,700 Number of Radio Homes 170,050

Retail Sales $219,706,000 Auto Registrations 159,140

WEAN

PROVIDENCE—EST. 1922

NBC (BLUE)—YANKEE NET.

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Crown Hotel. BOSTON OFFICE: 21 Brookline Ave. PHONE: Dexter 1500. STUDIO ADDRESS: Crown Hotel. TRANSMITTER LOCATION: East Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 2:00 A.M. Week Days, 6:00 A.M. to 2:00 A.M. NEWS SERVICE: Local News by staff reporters, Yankee Network News Service. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Associated Music.

PERSONNEL

President .....John Shepard, III
Station Supervisor .....James Jennison
Sales and Production Mgr....Richard Voynow
Chief Engineer .....Harold Tilley

POLICIES

Production and merchandising departments available to advertisers. Other Yankee Network policies in effect.

REPRESENTATIVE

Edward Petry & Co.

WJAR

"SOUTHERN GATEWAY OF NORTH EAST"

PROVIDENCE—EST. 1922

NBC (Red)

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Outlet Co. OPERATED BY: Outlet Co. BUSINESS ADDRESS: Outlet Store. PHONE: Gaspee 1071. STUDIO ADDRESS: Outlet Store. TRANSMITTER LOCATION: Rumford. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: World Library Service. NEWS SERVICE: Local news service.

PERSONNEL

President.....Joseph Samuels
Station Manager.....John J. Boyle
Musical Director.....Earl Shean
Chief Engineer.....Thomas Prior

POLICIES

No hard liquor advertising accepted.

REPRESENTATIVE

Weed & Co.

WPRO

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 630 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Cherry and Webb Broadcasting Co. OPERATED BY: Cherry and Webb Broadcasting Co. BUSINESS ADDRESS: Metropolitan Theatre Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: E. Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 midnight. Week Days, 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

General Manager ..... Stephen P. Willis
Commercial Manager ..... William T. Bush

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

REPRESENTATIVE

Paul H. Raymer Co.

SOUTH CAROLINA

Population 1,875,000

Number of Families 391,580 — Number of Radio Homes 190,450

Retail Sales $248,206,000 — Auto Registrations 278,829

WAIM

"THE VOICE OF THE ELECTRIC CITY"

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Wilton E. Hall. OPERATED BY: Same. BUSINESS ADDRESS: 115 E. Market St. PHONE: 800. STUDIO ADDRESS: Anderson College. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Anderson Independent, Anderson Daily Mail. NEWS SERVICES: Transradio Press, Press Radio. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

PERSONNEL

President ..... Wilton E. Hall
Commercial Manager ..... Ennis Bray
Advertising Manager ..... Warren McKee
Artists Bureau Head ..... Edith Hall
Chief Announcer-Program Director
Jimmie Bulleit
Station Manager ..... Ennis Bray
Sales Manager ..... Ennis Bray
Publicity Director ..... G. Paul Browne
Musical Director ..... Homer Christopher
Chief Engineer ..... J. E. Peoples

POLICIES

Does not accept liquor advertisements, except wine and beer. Accepts foreign language programs.

Contacts dealers and jobbers and arranges window displays. Large mailing list and cooperation with two local newspapers as well as 15 newspapers in surrounding area.

REPRESENTATIVE

J. J. Devine & Assoc.

WCSC

"SERVING COASTAL CAROLINA"

CHARLESTON—EST. 1930

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1360 Kc. POWER: 1000 Watts, d.; 500 watts, n. OWNED BY: The South Carolina Broadcasting Co., Inc. OPERATED BY: The South Carolina Broadcasting Co., Inc. BUSINESS ADDRESS: Francis Marion Hotel. PHONE: 344. STUDIO ADDRESS: Francis Marion Hotel. TRANSMITTER LOCATION: St. Andrews Farm, one mile west of city. TIME ON THE AIR: Sundays—8:00 a.m. to 12:00 midnight; daily—7:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President ..... W. Frank Hipp
Station Manager ..... J. M. Rivers
Chief Announcer ..... Wm. A. Mayhew
Sales Manager ..... J. M. Rivers
Publicity Director ..... Francis Fitzgerald
Program-Musical Director ... Francis Fitzgerald
Chief Engineer ..... J. B. Fuqua

POLICIES

Beer and wine advertising accepted. Liquor advertising declined. No foreign language accounts accepted.

Dealer surveys made and display material distributed. Program releases by sponsor name published in Carolina Coastal News. Publicity on programs mailed on station letterhead to dealer list, client defraying postage.

REPRESENTATIVE

Free & Peters, Inc.

WIS

"SERVING A STATEWIDE AUDIENCE FROM COLUMBIA" (DAY)
"THE LIBERTY LIFE STATION" (NIGHT)

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Station WIS, Inc. OPERATED BY: Station WIS, Inc. BUSINESS ADDRESS: 1811 Main St. PHONE: 22135-22136. STUDIO ADDRESS: 1811 Main St. TRANSMITTER LOCATION: Bluff Road. TIME ON THE AIR: Daily—6:45 a.m. to 12:00 midnight. Sundays, 8:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....W. Frank Hipp
Commercial Manager.....J. D. Saumenig
Advertising Manager.....J. D. Saumenig
Chief Announcer.....Victor H. Lund
Station Manager.....G. Richard Shafto
Sales Manager.....J. D. Saumenig
Publicity Director.....Floyd D. Rodgers
Musical Director.....Victor H. Lund
Chief Engineer.....Scott Helt

POLICIES

Beer and wine advertising accepted but liquor advertising declined. Foreign language accounts declined.

Merchandising cooperation in the form of dealer surveys, placing display material, and program publicity are offered without charge. Direct mail program publicity is available in reasonable quantity, client to defray postage. Feature stories and display boxes in weekly program publication used to publicize programs. Display advertising in daily paper lists programs by sponsors' name.

REPRESENTATIVE

Free & Peters, Inc.

♦

WOLS

FLORENCE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: O. Lee Stone. OPERATED BY: Same. BUSINESS ADDRESS: Sanborn Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charleston Highway South of Florence. TIME ON THE AIR: 6:00 A. M. to local sunset. NEWS SERVICE: Transradio Press.

PERSONNEL

President .....O. Lee Stone
Commercial Manager .....Henry Mosses
Chief Announcer & Pgm. Dir....Wm. F. Melia
Station Manager .....O. Lee Stone
Chief Engineer .....Paul Dillon

POLICIES

No special stated policies.

WFBC

"WE FOSTER BETTER CITIZENSHIP"

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Greenville News-Piedmont Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Greenville. PHONE: 362-3. STUDIO ADDRESS: Hotel Greenville. TRANSMITTER LOCATION: Gantt Station. TIME ON THE AIR: 6:45 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: Greenville News, Greenville Piedmont. NEWS SERVICES: United Press, and Associated Press (non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President .....B. H. Peace, Jr.
Station Manager .....B. T. Whitmire
Commercial Manager .....W. S. Lindsay
Chief Announcer.....Mason Dixon
Publicity Director .....Dan Crosland
Musical Director .....Eber Lineberger
Chief Engineer .....Clyde Etheredge

POLICIES

Accepts beer and ale, but no hard liquor advertising. Foreign language accounts not accepted.

Merchandising aid through tremendous reception room space—displays; owned by newspapers therefore full radio page publicity.

REPRESENTATIVE

Bryant, Griffith and Brunson

♦

WSPA

"THE VOICE OF SOUTH CAROLINA"

SPARTANBURG—EST. 1929

FREQUENCY: 920 Kc. POWER: 1000 watts. OWNED BY: Virgil Evans. OPERATED BY: Virgil Evans. BUSINESS ADDRESS: 155 South Liberty. PHONE: 2900-1-2600. STUDIO ADDRESS: W.S.P.A. Bldg. TRANSMITTER LOCATION: Evanston H'ts. TIME ON THE AIR: 6:00 a.m. to sunset. Maintains ARTIST BUREAU: NEWSPAPER AFFILIATIONS: The Daily News. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Langlois & Wentworth, Associated Music Library.

PERSONNEL

President and General Manager..Virgil Evans
Commercial Manager.....Pat McSwain
Artists Bureau Head.....Jas. Mugford
Chief Announcer.....Bill Melia
Publicity Director.....Richard Pattison
Musical Director.....Hal. Moore
Chief Engineer.....Rolit Wallace

POLICIES

Does not accept liquor or foreign language advertising.

SOUTH DAKOTA

Population 692,000

Number of Families 160,930 Number of Radio Homes 121,610

Retail Sales $147,564,000 Auto Registrations 186,480

KABR

"VOICE OF THE HUB CITY"

ABERDEEN—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Aberdeen Broadcasting Co. OPERATED BY: Aberdeen Broadcasting Co. BUSINESS ADDRESS: Alonzo Ward Hotel. PHONE: 4626. STUDIO ADDRESS: Alonzo Ward Hotel. TRANSMITTER LOCATION: Wylie Park. TIME ON THE AIR: 7:00 a.m. to 10:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....H. C. Jewett, Jr.
Commercial Manager.....A. A. Fahy
Chief Announcer.....W. L. Dean
Station Manager.....A. A. Fahy
Publicity Director.....A. A. Fahy
Musical Director.....W. L. Dean
Chief Engineer.....Delbert Hunt

POLICIES

Does not accept liquor accounts nor foreign language programs.

Each account is treated individually and suitable merchandising ideas worked out.

REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

♦

KFDY

"THE SOUTH DAKOTA STATE COLLEGE RADIO STATION"

BROOKINGS—EST. 1923

FREQUENCY: 780 Kc. POWER: 1000 Watts. OWNED BY: South Dakota State College. OPERATED BY: Same. BUSINESS ADDRESS: Brookings. PHONE: 702K-459W. STUDIO ADDRESS: Library Bldg., State College. TRANSMITTER LOCATION: Brookings. TIME ON THE AIR: 12:30 P.M. to 2:00 P.M.

PERSONNEL

Station Manager .....S. W. Jones
Publicity Director .....John Regan
Chief Announcer .....Jack Towers
Chief Engineer .....W. H. Gamble

POLICIES

No advertising of any kind can be accepted, since this is an educational station owned by the State.

♦

KGDY

HURON—EST. 1930

FREQUENCY: 1340 Kc. POWER: 250 Watts. OWNED BY: Voice of South Dakota. OPERATED BY: Voice of South Dakota. BUSINESS ADDRESS: Huron. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Further information not made available by station.

♦

KGFX

"THE PIONEER STATION"

PIERRE—EST. 1922

FREQUENCY: 630 Kc. POWER: 200 watts. OWNED BY: Ida A. McNeil. OPERATED BY: Ida A. McNeil. BUSINESS ADDRESS: 203 West Summit Ave. PHONE: 2251. STUDIO ADDRESS: 203 W. Summit Ave. TRANSMITTER LOCATION: 203 W. Summit Ave. TIME ON THE AIR: 9:30 a.m. to sunset. NEWSPAPER AFFILIATIONS: Cooperates with news from the Daily Capital Journal. (No ownership or financial consideration with newspaper.) NEWS SERVICE: Associated Press (Non Commercial). TRANSCRIPTION SERVICE: The World Broadcasting System.

PERSONNEL

President.....Ida A. McNeil
Commercial Manager.....Ida A. McNeil
Advertising Manager.....Lynn Oldaker
Chief Announcer.....Ida A. McNeil
Station Manager.....Ida A. McNeil
Sales Manager.....Lynn E. Oldaker
Musical Director.....Ida A. McNeil
Chief Engineer.....Robert H. Dye

POLICIES

Does not accept liquor or patent medicine accounts. No occasion for foreign language program in territory.

KOBH

"THE CALL OF THE BLACK HILLS"

RAPID CITY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Black Hills Broadcast Co. OPERATED BY: Black Hills Broadcast Co. BUSINESS ADDRESS: Alex Johnson Hotel. TRANSMITTER LOCATION: Rapid City. TIME ON THE AIR: 7:00 a.m. to 10:00 p.m. MAINTAINS ARTISTS BUREAU. NEWS SERVICES: Transradio press, Radio News Ass., Christian Science Monitor. TRANSCRIPTION SERVICES: NBC Thesaurus, and Standard Radio.

PERSONNEL

President.....Robert Lee Dean
Commercial Manager.....R. J. Dean
Advertising Manager.....R. J. Dean
Artists Bureau Head.....William E. Welch
Station Manager.....Robert J. Dean
Publicity Director.....Martin Tobin
Musical Director.....Katherine Walpole
Chief Engineer.....Earl H. Carter

POLICIES

Does not accept liquor advertising other than beer. No foreign language accounts. All advertising must be in prescribed good taste.

♦

WCAT

RAPID CITY—EST. 1921

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: South Dakota School of Mines. OPERATED BY: South Dakota School of Mines. BUSINESS ADDRESS: E. St. Joe St. PHONE: 1600-1. STUDIO ADDRESS: E. St. Joe St. TRANSMITTER LOCATION: E. St. Joe St. TIME ON THE AIR: 12:30 to 1:30 MST. NEWSPAPER AFFILIATIONS: Rapid City Daily Journal. NEWS SERVICE: Associated Press (Non Commercial). TRANSCRIPTION SERVICE: Standard Radio and Decca Records.

PERSONNEL

President.....J. P. Connolly
Chief Announcer.....John Crockett
Station Manager.....C. M. Rowe
Publicity Director.....Redford Dibble
Chief Engineer.....E. E. Clark

POLICIES

Non-commercial. Does not sell time.

♦

KELO

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Sioux Falls Broadcast Assoc., Inc. OPERATED BY: Sioux Falls Broadcast Assoc., Inc. BUSINESS ADDRESS: 317 S. Phillips. PHONE. 757-8-9. STUDIO ADDRESS: 317 S. Phillips. TRANSMITTER LOCATION: 3 miles west of city limits. TIME ON THE AIR: 12:00 noon to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Joseph Henkin
Commercial Manager.....Geo. R. Hahn
Advertising Manager.....S. C. Fantle, Jr.
Chief Announcer.....Bert Smith
Station Manager.....Joseph Henkin
Sales Manager.....Morton Henkin
Publicity Director.....S. C. Fantle, Jr.
Musical Director.....Morton Henkin
Chief Engineer.....Max Staley

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, not accepted. Does not accept any program which in any way interferes with the rules and regulations of the Federal Communications Commission.

Merchandising: Maintains merchandising department fully equipped to cooperate with requests of commercial advertisers.

REPRESENTATIVE

Paul H. Raymer Company

♦

KSOO

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1110 Kc. POWER: 2500 Watts. OWNED BY: Sioux Falls Broadcasting Ass'n., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 S. Phillips. PHONE: 757-8-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3 miles west of city limits. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Joseph Henkin
Commercial Manager.....Geo. R. Hahn
Advertising Manager.....S. C. Fantle, Jr.
Artists' Bureau Head.....Morton Henkin
Chief Announcer.....Bert Smith
Station Manager.....Joseph Henkin
Sales Manager.....S. C. Fantle, Jr.
Musical Director.....Morton Henkin
Chief Engineer.....Max Staley

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, not accepted. Does not accept any program which in any way interferes with the rules and regulations of the Federal Communications Commission.

Maintains merchandising department fully equipped to cooperate with requests of commercial advertisers.

REPRESENTATIVE

Paul H. Raymer Company

KUSD

VERMILLION

FREQUENCY: 890 Kc. POWER: 500 Watts. OWNED BY: University of South Dakota. OPERATED BY: University of South Dakota. BUSINESS ADDRESS: Vermillion. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

PERSONNEL

Director .....B. B. Brackett

POLICIES

Station does not sell time.

♦

KWTN

WATERTOWN—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: The Greater Kampeska Radio Corp. OPERATED BY: The Greater Kampeska Radio Corp. BUSINESS ADDRESS: Watertown. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

Further information not made available.

♦

WNAX

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WNAX Broadcasting Co. OPERATED BY: WNAX Broadcasting Co. BUSINESS ADDRESS: Second and Capitol. PHONE: 484. STUDIO ADDRESS: Second & Capitol. TRANSMITTER LOCATION: 4½ miles E. of Yankton. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight—(Daily) 8:00 a.m. to 12:00 Midnight—(Sundays). NEWSPAPER AFFILIATIONS: Yankton Press and Dakotan. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

PERSONNEL

President.....Chas. H. Gurney
Commercial Manager.....Ted Matthews
Chief Announcer.....Orie Kerwood
Station Manager.....Ted Matthews
Publicity Director.....Ted Matthews
Musical Director.....Orie Kerwood
Chief Engineer.....Clifton M. Todd

POLICIES

Liquor advertising not permitted. No foreign language accounts accepted.

Contacts local dealers on merchandising, forwarding introductory cards for new programs to dealers and jobbers and, offering display material, placed locally.

REPRESENTATIVE

Howard H. Wilson Company

TENNESSEE

Population 2,893,000

Number of Families 658,390 — Number of Radio Homes 370,730

Retail Sales $482,586,000 — Auto Registrations 308,792

WOPI

"THE VOICE OF THE APPALACHIANS"

BRISTOL—EST. 1929

REBROADCAST TIE UP WLW AND WSM

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Radiophone Broadcasting Station WOPI. OPERATED BY: Radiophone Broadcasting Station WOPI. BUSINESS ADDRESS: 410 State St. PHONE: WOPI. STUDIO ADDRESS: 410 State St. TRANSMITTER LOCATION: 22nd and State St. TIME ON THE AIR: 6:00 a.m. to 10:30 p.m. (EST). Maintains ARTISTS BUREAU. NEWS SERVICE: Transradio press. TRANSCRIPTION SERVICE: World Broadcasting System. NBC Thesaurus. Standard Radio.

PERSONNEL

President.....Max Marks
Commercial Manager.....W. A. Wilson
Advertising Manager.....W. A. Wilson
Artists Bureau Head.....Mary Abell
Chief Announcer.....Fey Rogers
Station Manager.....W. A. Wilson

Sales Manager.....W. A. Wilson
Publicity Director and Continuity, Harry Hudson
Musical Director.....Fey Rogers
Chief Engineer.....Robert Smith

POLICIES

Does not accept liquor advertising or foreign language accounts.

Personal contact, window cards, etc., as merchandising aids. Studios also located in the Music Room of the Homestead Hotel, Kingsport, Tenn.

REPRESENTATIVE

Cox & Tanz, Inc.

♦

WAPO

"CHATTANOOGA'S FRIENDLY STATION"

CHATTANOOGA—EST. 1936

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: W. A. Patterson. OPERATED BY: W. A. Patterson. BUSINESS ADDRESS: Read House. PHONE: 6-6141-6-6142. STUDIO ADDRESS: Read House. TRANSMITTER LOCATION: Foust St. and Rossvill Blvd. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. (CST). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus and Standard Radio.

PERSONNEL

Owner.....W. A. Patterson
Commercial Manager.....R. G. Patterson
Advertising Manager.....R. G. Patterson
Chief Announcer.....Alex Keirsey
Station Manager.....R. G. Patterson
Sales Manager.....R. G. Patterson
Publicity Director.....R. N. Krepps
Musical Director.....W. R. Johnston
Chief Engineer.....M. E. Thompson

POLICIES

No liquor advertising accepted. Has special merchandising plans.

♦

WDOD

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts to LS. 1000 watts, n. OWNED BY: WDOD Broadcasting Corp. OPERATED BY: WDOD Broadcasting Corp. BUSINESS ADDRESS: Hotel Patten. PHONE: 6-5117. STUDIO ADDRESS: Hotel Patten. TRANSMITTER LOCATION: 6 miles from heart of city. TIME ON THE AIR: 6:00 a.m. to 11:30 p.m. Maintains ARTISTS BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System.



PERSONNEL

President.....Norman A. Thomas
Commercial Manager.....Frank S. Lane
Artists Bureau Head.....D. W. McCurdy
Station Manager.....Frank S. Lane
Chief Engineer.....J. R. Donovan

POLICIES

No hard liquor accounts. No demand for foreign language programs due to the audience being native born.

Will furnish complete merchandising service. The amount depends to a large extent on the size of the campaign.

REPRESENTATIVE

Paul H. Raymer Company

♦

WTJS

"BIGGEST LITTLE STATION IN THE SOUTH"

JACKSON—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Sun Pub. Co. OPERATED BY: Sun Pub. Co. BUSINESS ADDRESS: Sun Bldg. PHONE: 3340-3341-1106-1107. MAIN STUDIO ADDRESS: Sun Bldg. OTHER STUDIOS: Union City, Milan, Humboldt, Martin, and Lexington. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. Maintains ARTISTS BUREAU. NEWSPAPER AFFILIATIONS: The Jackson Sun. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICES: NBC Thesaurus.

PERSONNEL

President.....C. E. Pigford
Commercial Manager.....A. B. Robinson
Advertising Manager.....Bill Winsett
Artists' Bureau Head.....James Allen
Chief Announcer.....Leslie Brooks
Station Manager.....A. B. Robinson
Sales Manager.....A. B. Robinson
Publicity Director.....David Banks
Musical Director.....Val Morse
Chief Engineer.....C. B. Brummell

POLICIES

Does not accept foreign language or hard liquor advertising. No foreign population. Accepts wine and beer accounts.

Offers a complete merchandising service, including letters to the trade, counter and window displays, generous publicity in affiliated paper.

REPRESENTATIVE

The Branham Company

♦

WNOX

KNOXVILLE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Scripps-Howard Radio, Inc. OPERATED BY: Scripps-Howard Radio, Inc. BUSINESS ADDRESS: 110-112 S. Gay St. PHONE: 3-3171-5. STUDIO ADDRESS: 110-112 S. Gay St. TRANSMITTER LOCATION: Beverly and Anderson Road. TIME ON THE AIR: 5:30 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Knoxville News-Sentinel. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: Associated Library.

PERSONNEL

President.....Jack R. Howard
Commercial Manager.....O. L. Smith
Artists Bureau Head.....Chas. Hansen
Station Manager.....R. B. Westergaard
Publicity Director.....W. J. Towner
Chief Engineer.....J. B. Epperson

POLICIES

No liquor advertising of any kind except beer—no foreign language programs or announcements—All program copy subject to censorship of station.

Merchandising: Billboard advertising — newspaper publicity—movie trailers in five leading theaters—window displays—personal calls on dealers and distributors—letters and merchandising presentations to the trade (advertiser must pay postage).

REPRESENTATIVE

E. Katz Special Adv. Agency

♦

WROL

KNOXVILLE—EST. 1927

NBC—(RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Stuart Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 524 S. Gay St. PHONE: 2-7112. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:30 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President .....S. E. Adcock
Commercial Manager .....Roland Weeks
Station Manager .....C. H. Frazier
Publicity Director .....John Rees
Musical Director .....John Rees
Chief Engineer .....Joe Wofford

POLICIES

Does not accept liquor advertisements or foreign language programs. Does accept beer advertising.

REPRESENTATIVE

John Blair & Co.

Concentrated MARKETING PLANS



call for SCRIPPS-HOWARD RADIO in these three cities

These four Scripps-Howard radio stations give CONCENTRATED COVERAGE of their markets . . . where sales and sales outlets are concentrated . . . where buying action is faster . . . where there are most buying dollars and sales prospects. If you are marketing a product in these cities, you can advertise by radio more efficiently, more effectively and at less cost in Knoxville through WNOX, in Memphis through WMC or WMPS, and in Cincinnati through WCPO.

WCPO
CINCINNATI

Cincinnati's No. 1 News Service Station
Affiliated with *The Cincinnati Post*
Featuring *localized* radio programs
1200 kilocycles • 250 watts day • 100 watts night

WMC
MEMPHIS

The first choice in Memphis
Affiliated with *The Memphis Commercial Appeal*
NBC Red Network programs
780 kilocycles • 5000 watts day • 1000 watts night
The Branham Company, Representatives

WMPS
MEMPHIS

New ideas for the Old South
Affiliated with *The Memphis Press-Scimitar*
NBC Blue Network programs
1430 kilocycles • 1000 watts day • 500 watts night

WNOX
KNOXVILLE

Tennessee's pioneer radio station. Established 1922
Affiliated with *The Knoxville News-Sentinel*
A Columbia Broadcasting outlet
1010 kilocycles • 5000 watts day • 1000 watts night
E. Katz Special Advertising Agency, Representatives

WHBQ

"THIS IS THE FRIENDLIEST SPOT ON YOUR DIAL"

MEMPHIS—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Broadcasting Station WHBQ, Inc. OPERATED BY: Broadcasting Station WHBQ, Inc. BUSINESS ADDRESS: Hotel Claridge. PHONE: 8-6868. STUDIO ADDRESS: Hotel Claridge. TRANSMITTER LOCATION: 46 Neely St. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. Maintains ARTISTS BUREAU. NEWS SERVICE: Local. TRANSCRIPTION SERVICE: Full Facilities.

PERSONNEL

President.....Thos. Thompson
Commercial Manager.....E. A. Alburty
Advertising Manager.....E. A. Alburty
Artists Bureau Head.....M. Vun Kannon
Chief Announcer.....Emmet McMurray
Station Manager.....E. A. Alburty
Sales Manager.....E. Pournelle
Publicity Director.....Robt. Ramsey
Musical Director.....Arthur King
Chief Engineer.....Weldon Roy

POLICIES

Hard liquor advertising not accepted. Beer and wine accounts acceptable. Proprietary accounts subject to rigid copy censorship.

National spot advertisers have merchandising service available to them, distribution of counter cards, window signs and streamers, contacting of retailers, jobbers, etc., assistance in arranging window and counter displays, etc.

REPRESENTATIVE

J. J. Devine & Associates

♦

WMC

"DOWN IN DIXIE"

MEMPHIS—EST. 1923

NBC—(RED)

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Commercial Appeal Co. OPERATED BY: Commercial Appeal Co. BUSINESS ADDRESS: Hotel Gayoso. PHONE: 8-7464. STUDIO ADDRESS: Hotel Gayoso. TRANSMITTER LOCATION: 5 Points, Tenn. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Commercial Appeal. NEWS SERVICES: A.P. and Press Radio. TRANSCRIPTION SERVICES: NBC Thesaurus and NAB Library.

PERSONNEL

Commercial Manager.....J. E. Eggleston
Advertising Manager.....J. E. Eggleston
Chief Announcer.....Earl Moreland
Station Manager.....H. W. Slavick
Publicity Director.....John Cleghorn
Musical Director.....Jerry McEwen
Chief Engineer.....C. E. Baker

POLICIES

Liquor programs accepted after 10 P.M. Foreign programs must be (copy) translated in English due to limited foreign population.

Maintains a comprehensive merchandising and exploitation policy.

REPRESENTATIVE

The Branham Company

♦

WMPS

"GREAT AND GROWING GREATER"

MEMPHIS—EST. 1925

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Memphis Broadcasting Co. OPERATED BY: Scripps-Howard Radio, Inc. BUSINESS ADDRESS: Columbian Tower. PHONE: 5-2721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Memphis Press-Scimitar. TRANSCRIPTION SERVICES: Associated Program Service, Lang-Worth. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President .....Jack Howard
Station Manager.....Geo. H. Engelten
Commercial Manager.....Bill Kirkendale

POLICIES

Liquor advertising acceptable after 10:30 p.m.

Merchandising: through movie trailers, taxi cab covers, bill boards and merchandising bulletins.

♦

WREC

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WREC, Inc. OPERATED BY: WREC, Inc. BUSINESS ADDRESS: Hotel Peabody. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Memphis. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President-General Manager...Hoyt B. Wooten

POLICIES

Liquor advertising acceptable after 10:00 P.M.

REPRESENTATIVE

E. Katz Special Advertising Agency

QUICK FACTS on the WSM MARKET

1. It contains 2,167,700 people!
2. The Spendable Income Totals Almost One-half Billion Dollars!

If the spendable income of the WSM primary market alone were concentrated into a single city, *that city would be* 18*th in the whole United States in effective buying income.*

W S M

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, *Vice-President in Charge of Radio* HARRY STONE, *General Manager*

Owned and Operated by

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC., Nashville, Tenn.

WLAC

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 Watts. OWNED BY: WLAC, Inc. OPERATED BY: WLAC, Inc. BUSINESS ADDRESS: 2421 West End Ave. PHONE: 7-3425. STUDIO ADDRESS: 2421 West End Ave. TRANSMITTER LOCATION: Dixie Highway. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICES: Transradio News, Morning Tennesseean, Evening Tennesseean. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Library Service.

PERSONNEL

President.....J. T. Ward
V. P. and Station Manager.....F. C. Sowell
Sales Manager.....F. C. Sowell
Publicity Director.....Edwin Gleaves
Program Director.....Time Sanders
Chief Engineer.....F. C. Binns

POLICIES

Beer acceptable, but no liquor advertising. No calls for foreign language programs. Medicine accounts accepted with reservations.

Monthly bulletins sent to retail druggists and grocers; monthly calls made on drug trade; distribution of display material.

REPRESENTATIVE

Paul H. Raymer Company

♦

WSIX

"VOICE OF NASHVILLE"

NASHVILLE—EST. 1927

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: WSIX, Inc. OPERATED BY: WSIX, Inc. BUSINESS ADDRESS: Andrew Jackson Hotel. PHONE: 5-5431. TIME ON THE AIR: 6:00 A.M. to midnight. MAINTAINS ARTIST BUREAU. NEWS SERVICE: Nashville Banner. TRANSCRIPTION SERVICES: Standard Radio, McGregor & Sollie, NBC Thesaurus.

PERSONNEL

President.....Jack M. Draughon
Commercial Manager.....H. C. Krone
Advertising Manager.....H. C. Krone
Artists' Bureau Head.....Joe H. Calloway
Chief Announcer.....Joe H. Calloway
Station Manager.....Jack M. Draughon
Publicity Director.....Robt. Chaudoin
Chief Engineer.....B. E. Porter

POLICIES

Does not accept liquor accounts.

WSM

"WE SHIELD MILLIONS"

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 650 Kc. POWER: 50,000 watts. OWNED BY: National Life & A. Insurance Co. OPERATED BY: Same. BUSINESS ADDRESS: National Bldg. PHONE: 6-7181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 6 miles north Franklin. TIME ON THE AIR: 6:30 A.M. to midnight (C.S.T.). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Library. MAINTAINS ARTISTS BUREAU.

PERSONNEL

Vice-President.....Edwin W. Craig
Station Manager.....Harry Stone
Commercial Manager.....Harbin Daniel
Artists Bureau Head.....Geo. Hay
Publicity Director.....Jack Harris
Musical Director.....Peter Brescia
Chief Engineer.....J. H. DeWitt, Jr.

POLICIES

No stated special policies.

REPRESENTATIVE

Edward Petry & Co.



Business is good . . . Folks are buying . . . Advertisers are cashing in.

One large chunk of Dixie—the Nashville Area—is thoroughly covered by

WLAC

5,000 Watts

Member Station C B S

J. T. Ward, President — F. C. Sowell, V. P. & Gen. Mgr.

Paul H. Raymer & Co., Nat. Rep.

TEXAS

Population 6,172,000

Number of Families 1,449,525 Number of Radio Homes 979,880

Retail Sales $1,289,264,000 Auto Registrations 1,478,124

KRBC

ABILENE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Reporter Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hilton Hotel. PHONE: 5255 Studio, 3542 Transmitter. STUDIO ADDRESS: Hilton Hotel. TRANSMITTER LOCATION: 341 Ambler St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. (daily). 8:00 A.M. to 8:00 P.M. (Sunday). NEWSPAPER AFFILIATIONS: Reporter-News, but stock ownership is separate. NEWS SERVICE: United Press, Associated Press (non-commercial). TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, Inc., World Broadcasting System (sound effects only).

PERSONNEL

President .....Bernard Hanks
Commercial Manager.....Howard Barrett
Advertising Manager.....Howard Barrett
Chief Announcer.....Douglas Doan
Station Manager.....Max Bentley
Sales Manager.....Howard Barrett
Publicity Director .....Douglas Doan
Musical Director.....Douglas Doan
Chief Engineer.....W. W. Robertson, Jr.

POLICIES

Does not accept liquor advertising. Will take foreign language accounts only with translation to also go on the air.

REPRESENTATIVE

Graham A. Robertson

♦

KGNC

AMARILLO—EST. 1924

NBC (Optional Red and Blue)

FREQUENCY: 1410 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: Radio Bldg. PHONE: 4242. STUDIO ADDRESS: Radio Bldg. TRANSMITTER LOCATION: 2 miles east of city. TIME ON THE AIR: 6 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Amarillo Globe-News, Lubbock Avalanche Journal. NEWS SERVICE: Local news tie-up. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library.

PERSONNEL

President.....O. L. Taylor
Commercial Manager.....O. L. Taylor
Artists' Bureau Head.....Eddie Bomel
Station Manager.....O. L. Taylor
Sales Manager.....Leon Krupp
Musical Director.....Eddie Bomel
Chief Engineer.....W. S. Bledsoe

POLICIES

No hard liquor; wine only after 9 P.M.
Complete merchandising department.

REPRESENTATIVE

Howard H. Wilson Co.

♦

KNOW

"SERVING THE PUBLIC INTEREST"

AUSTIN—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: KUT Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Norwood Bldg. PHONE: 2-6213-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated Music Library.

PERSONNEL

Station Manager.....James W. Pate
Sales Manager.....James W. Pate
Publicity Director.....Paul Forchheimer
Chief Announcer.....Walton Newton
Chief Engineer.....Paul Shaw

POLICIES

Has restricted policy on commercial programs.

Maintains complete merchandising and promotion service.

REPRESENTATIVE

Hearst Radio, Inc.

♦

KTBC *

AUSTIN—EST. 1937

FREQUENCY: 1120 Kc. POWER: 1000 Watts. OWNED BY: State Capitol Broadcasting Assn. (R. B. Anderson, President). OPERATED BY: State Capitol Broadcasting Association. BUSI-

NESS ADDRESS: Austin. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Austin. TIME ON THE AIR: Specified Hours with WTAW.

PERSONNEL

President .....R. B. Anderson

* Operating under C.P. issued by FCC, at time of going to press.

♦

KFDM

"KALL FOR DEPENDABLE MAGNELINE"

BEAUMONT—EST. 1924

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Magnolia Petroleum Co. OPERATED BY: Sabine Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Beaumont. PHONE: 3883. STUDIO ADDRESS: Hotel Beaumont. TRANSMITTER LOCATION: Magnolia Co. Grove & Doucette Sts. TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 7:30 A.M. to Midnight. TRANSCRIPTION SERVICE: World Broadcasting System and NBC Thesaurus.

PERSONNEL

President.....J. M. Gilliam
Commercial Manager.....J. M. Gilliam
Advertising Manager.....E. E. Carroll
Artists' Bureau Head.....G. W. Caldwell
Chief Announcer.....Jack Harrington
Station Manager.....J. M. Gilliam
Sales Manager.....W. F. Adams
Publicity Director.....W. F. Adams
Musical Director.....G. W. Caldwell
Chief Engineer.....W. C. Douglas

POLICIES

Accepts beer, light wine and liquors, but does not use the word "whiskey."

Cooperates with clients through brokers, wholesalers, and distributors. Mails out letters on own stationery, under first class mail to retailers. Maintains 100 per cent cooperation with local newspapers.

REPRESENTATIVE

John Blair & Co.

♦

KBST

"LEND US YOUR EARS"

BIG SPRING—EST. 1936

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Big Spring Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Crawford Hotel. PHONE: 1500-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: One mile east of town. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILLIATION: Big Spring Herald. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICES: NBC Thesaurus and Standard Radio.

PERSONNEL

President .....Joe Galbraith
Commercial Manager.....C. M. Garnes
Chief Announcer.....Frank McIntyre
Station Manager.....J. F. Willson
Sales Manager.....C. M. Garnes
Musical Director.....Mary Vance Keneaster
Chief Engineer.....J. J. Casey

POLICIES

No stated special policies.

REPRESENTATIVE

Graham A. Robertson, Dallas, Texas

♦

KNEL

"YOUR FRIEND OF THE AIR"

BRADY—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: G. L. Burns. OPERATED BY: G. L. Burns. BUSINESS ADDRESS: Brady. PHONE: 77. STUDIO ADDRESS: Brady. TRANSMITTER LOCATION: Brady. TIME ON THE AIR: Daytime only. NEWS SERVICE: San Angelo Morning Times; Local news tie-up. TRANSCRIPTION SERVICES: NBC Thesaurus and C. P. MacGregor.

PERSONNEL

Commercial Manager.....John Sloane
Station Manager.....G. L. Burns
Advertising Manager.....John Sloane
Artists' Bureau Head.....Cecil Streigler
Chief Announcer.....Forest Cox
Sales Manager.....G. L. Burns
Publicity Director.....Forest Cox
Musical Director.....Cecil Streigler
Chief Engineer.....Marion Crawford

POLICIES

No liquor advertising accepted.

♦

KGFI

"NATION'S SOUTHMOST STATION"

BROWNSVILLE—EST. 1927

FREQUENCY: 1500 Kc. POWER: 100 Watts, n.; 250 Watts, d. OWNED BY: Eagle Broadcasting Co. OPERATED BY: Eagle Broadcasting Co., Inc. BUSINESS ADDRESS: Brownsville. PHONE: 1044 and 1046. STUDIO ADDRESS: Brownsville. TRANSMITTER LOCATION: Brownsville. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sundays). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....E. E. (Jack) Wilson
Station Manager.....F. R. Wilson
Sales Manager.....Oscar F. Sensabaugh
Chief Engineer.....Fred Hammond

POLICIES

Accepts liquor accounts where prices are not mentioned, during certain hours of the day. Beer accounts during all hours. Main-

tains two Spanish announcers for presenting programs in Spanish language.

Cooperates with the distributors and retailers in having window displays arranged in stores selling the product, etc. Public relations man who spends full time on merchandising ideas in connection with radio campaigns.

♦

WTAW

COLLEGE STATION—EST. 1921

TEXAS QUALITY NETWORK

FREQUENCY: 1120 Kc. POWER: 500 Watts. OWNED BY: A. & M. College. OPERATED BY. A. & M. College. BUSINESS ADDRESS: College Station. PHONE: 255. STUDIO ADDRESS: College Station. TRANSMITTER LOCATION: College Station.

PERSONNEL

Chief Announcer.....E. P. Humbert
Station Manager.....E. P. Humbert
Musical Director.....Mrs. Roy Dansforth
Chief Engineer.....H. C. Dillingham

POLICIES

Non-Commercial.

♦

KRIS

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 500 Watts. OWNED BY: Gulf Coast Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Medical and Professional Bldg., P. O. Box 1128. PHONE: 475. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Corpus Christi. TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting System.

PERSONNEL

Manager .....T. Frank Smith

REPRESENTATIVE

Graham A. Robertson

♦

KAND

CORSICANA—EST. 1937

TEXAS BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Navarro Broadcasting Assn. OPERATED BY: Navarro Broadcasting Assn. BUSINESS ADDRESS: State Natl. Bank Bldg. PHONE: 30. STUDIO ADDRESS: State Natl. Bank Bldg. TRANSMITTER LOCATION: Highway 75. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....J. C. West
Chief Announcer.....R. W. Syler
Station Manager.....C. L. Whittier
Publicity Director.....R. W. Becker
Chief Engineer.....B. C. Boatright

POLICIES

No stated special program policies.

Flexible merchandising plan embracing all media: Campaign dependent on nature of program.

♦

KRLD

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1040 Kc. POWER: 10,000 Watts. OWNED BY: KRLD Radio Corp. OPERATED BY: KRLD Radio Corp. BUSINESS ADDRESS: Adolphus Hotel. PHONE: 2-6811. STUDIO ADDRESS: Adolphus Hotel. TRANSMITTER LOCATION: 7½ miles north of Dallas. TIME ON THE AIR: 6:00 A.M. to midnight (daily); 8:00 A.M. to midnight (Sunday). NEWSPAPER AFFILIATION: Dallas Times Herald. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: C. P. MacGregor and Sollie.

PERSONNEL

President.....Tom C. Gooch
Station Manager.....J. W. Runyon
Chief Announcer.....Royce Colon
Sales Manager.....C. W. Rembert
Publicity Director.....C. W. Rembert
Musical Director.....Ruth Clem
Chief Engineer.....R. M. Flynn

POLICIES

Does not accept liquor accounts.

REPRESENTATIVE

The Branham Co.

♦

WFAA

"YOUR NEIGHBOR OF THE AIR"

DALLAS—EST. 1922

NBC—SUPP. and TEXAS QUALITY

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: A. H. Belo Corp. OPERATED BY: A. H. Belo Corp. and Dallas News and Dallas Journal. BUSINESS ADDRESS: Baker Hotel. PHONE: 2-9215-6. STUDIO ADDRESS: Baker Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: WFAA-WBAP operated continuously 5:45 A.M. to midnight (daily); 8:00 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: The Dallas Morning News, The Dallas Journal. NEWS SERVICES: United Press and Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....G. B. Dealey
Station Manager.....Martin Campbell
Merchandising Manager.....Irvin Gross
Program Director.....Ralph Nimmons
Regional Sales Manager.....Alex Keese
Publicity Director.....Dick Jordan
Musical Director.....Karl Lambertz
Chief Engineer.....Raymond Collins

POLICIES

Beer accepted but no other alcoholic beverage.

Merchandising department maintains close contact with chains, wholesale houses, department stores and distributing firms. Advisory service and limited cooperation in making personal contacts and surveys without charge. All other services rendered at actual net cost to station.

REPRESENTATIVE

Edward Petry & Co., Inc.

♦

WRR

"WORLD'S OLDEST MUNICIPAL STATION"

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: City of Dallas. OPERATED BY: City of Dallas. BUSINESS ADDRESS: Southland Life Bldg. PHONE: 2-1411. STUDIO ADDRESS: Southland Life Bldg. TRANSMITTER LOCATION: Fair Park. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: Dallas Dispatch (no financial connection). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

Commercial Manager.....John Thorwald
Advertising Manager.....John Thorwald
Artists' Bureau Head.....Chas. B. Jordan
Chief Announcer.....Pete Teddlie
Station Manager.....John Thorwald
Sales Manager.....Harry L. Thomas
Publicity Director.....Ben McCleskey
Musical Director.....Murray Lambert
Chief Engineer.....V. R. Simpson

POLICIES

No special stated program policies.

Merchandising department only at cost to advertiser for services desired and rendered.

♦

KFPL

"KIND FRIENDS PLEASE LISTEN"

DUBLIN—EST. 1924

FREQUENCY—1310 Kc. POWER: 250 Watts. OWNED BY: C. C. Baxter. OPERATED BY: C. C. Baxter. BUSINESS ADDRESS: 205 Grafton. PHONE: 183. STUDIO ADDRESS: 205 Grafton. TRANSMITTER LOCATION: One-half mile out of city limits. TIME ON THE AIR: 6:00 A.M. to 3:00 P.M. and 6:00 P.M. to 9:00 P.M. NEWS SERVICE: Christian Science Monitor.

PERSONNEL

Chief Announcer.....C. C. Baxter
Station Manager.....C. C. Baxter
Chief Engineer.....C. B. Baxter

POLICIES

Accepts no liquor advertising.

KROD*

EL PASO

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Dorrance D. Roderick. OPERATED BY: Dorrance D. Roderick. BUSINESS ADDRESS: El Paso. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: El Paso Times.

*C.P. by F.C.C. Issues were being determined by Court of Appeals, Washington, D. C.

♦

KTSM

"VOICE OF EL PASO"

EL PASO—EST. 1929

NBC (OPTIONAL RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri-State Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Paso del Norte, 200 So. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1001 Mills Bldg. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor Co., NBC Thesaurus, and Standard Radio.

PERSONNEL

President.....Mrs. L. E. Bredberg
Station Manager.....Karl O. Wyler
Program Director.....Roy T. Chapman
Musical Director.....Frank Moser
Chief Engineer.....E. L. Gemoets

POLICIES

No liquor advertising except beer and wine. No foreign language programs.

Merchandising: Assist in making displays, plugging program on air several days ahead of starting date . . . anything possible that will insure the success of the program.

REPRESENTATIVE

Craig & Hollingbery

♦

WDAH

EL PASO—EST. 1929

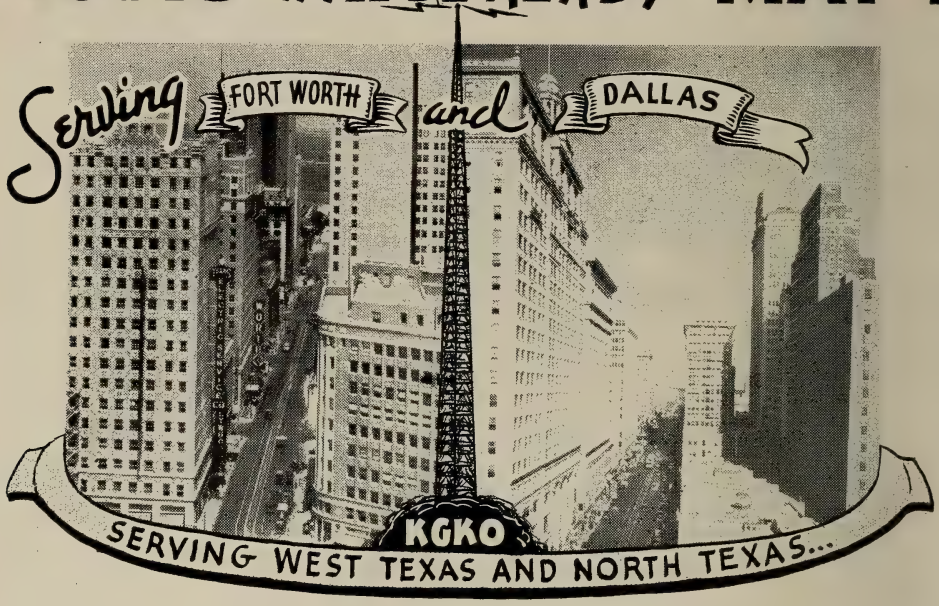
FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri-State Broadcasting Co. OPERATED BY: Tri-State Broadcasting Co. BUSINESS ADDRESS: 200 S. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: 200 S. El Paso St. TRANSMITTER LOCATION: Mills Bldg. TIME ON THE AIR: (Sundays only) 9:30 A.M. to noon—7:30 P.M. to 8:30 P.M.

PERSONNEL

President.....Mrs. L. E. Bredberg
Station Manager.....Karl O. Wyler

The Station the Southwest Has Been Waiting For...

KGKO WILL BE READY MAY 1



For the First Time Cover the Southwest's Greatest Market on a REGIONAL RATE!

CHOICE TIMES NOW BEING RESERVED

KGKO

•••FULL TIME NBC AFFILIATE•••

570 KILOCYCLES - 5000 WATTS DAY - 1000 WATTS NIGHT

Address: KGKO, Fort Worth Star-Telegram Bldg., Fort Worth, Texas: Phone 3-1234

Amon G. Carter, Pres.: Harold V. Hough, Gen. Mgr.: D. A. Kahn, Bus. Mgr.

POLICIES

Non-commercial station. Used on Sundays only for the broadcasting of church services from Trinity Methodist Church, El Paso, Texas.

♦

KFJZ

FORT WORTH—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Fort Worth Broadcasters, Inc. OPERATED BY: Fort Worth Broadcasters, Inc. BUSINESS ADDRESS: 7th & Main. PHONE: 3-3474-5-6. STUDIO ADDRESS: 7th & Main. TRANSMITTER LOCATION: Sunny Hill Dairy Farm. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President .....R. S. Bishop
Commercial Manager .....L. Coe
Advertising Manager .....L. Coe
Station Manager .....H. A. Hutchinson
Sales Manager .....L. Coe
Musical Director .....Roy Duffy
Chief Engineer .....Truett Kimzey

POLICIES

All copy subject to approval of station management.

♦

KGKO*

FORT WORTH—EST. 1928

NBC (RED OR BLUE) TEXAS QUALITY GROUP

FREQUENCY: 570 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Amon G. Carter. OPERATED BY: Same. BUSINESS ADDRESS: Star-Telegram Bldg. PHONE: 3-2301. STUDIO ADDRESS: Medical Arts Bldg. TRANSMITTER LOCATION: Arlington. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: World Broadcasting System.

* Increased power as listed and removal to Fort Worth effective May 1, 1938.

PERSONNEL

President .....Amon G. Carter
General Manager .....Harold V. Hough
Commercial Manager .....D. A. Kahn
Chief Engineer .....C. B. Locke
Program and Production Manager
Sylvester Gross

POLICIES

Good taste is required in all advertising.
Does not accept liquor accounts.
Complete merchandising department being set up.

KTAT

"YOUR MUTUAL FRIEND IN FORT WORTH"

FORT WORTH—EST. 1927

MUTUAL

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Tarrant Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Texas. PHONE: 3-1381-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Birdville. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President .....Raymond E. Buck
Commercial Manager .....Sam H. Bennett
Artists Bureau Head .....Roy S. George
Chief Announcer .....Joe Pierson
Station Manager .....Sam H. Bennett
Publicity Director .....Len Finger
Musical Director .....Frances Kay
Chief Engineer .....Joe Haigh

POLICIES

Station abides by NAB code. Does not accept hard liquor advertising. Will accept foreign language accounts, but limited foreign population in this territory precludes possibility of such advertising.

Merchandising: Has use of five theatres in merchandising programs to theatre crowds—usual mail facilities to retail accounts for national advertisers. Arrangement with newspapers on publicity on talent and program without mentioning sponsor's name in write-up. Direct mail and other types of merchandising at cost. Special merchandising personnel calling on retail trade and national accounts without charge.

REPRESENTATIVE

Free & Peters, Inc.

♦

WBAP

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: Carter Publications, Inc. OPERATED BY: Star-Telegram. BUSINESS ADDRESS: 400 W. Seventh. PHONE: 3-2301. STUDIO ADDRESS: Blackstone Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: Divides time with WFAA—open 5:45 A.M., closes midnight. NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press (not open to sponsorship). TRANSCRIPTION SERVICE: World Broadcasting System.



Last year more than 55,000 miles of lines from San Francisco, Columbus, Ohio, and throughout the Southwest, were utilized to bring Special Programs (non-network) to the audience of WBAP, the veteran 50,000 Watter in Fort Worth. More than 3,000 remotes were completed!

WBAP, in addition to having a large talent roster and every studio facility, operates SPEEDY MOBILE UNIT KNED in conjunction with W5XG, thus affording SPECIAL EVENT and EMERGENCY SERVICE when needed!

WBAP

Owned and Operated by

THE FORT WORTH STAR-TELEGRAM

AMON G. CARTER
President

HAROLD V. HOUGH
Gen. Mgr.

FORT WORTH • TEXAS

NATIONAL REPRESENTATIVE: EDWARD PETRY & COMPANY

**WBAP was one of the stations that paid more for Staff Musicians in 1937 than the A. F. of M. required!*

PERSONNEL

President.....Amon G. Carter
Station Manager.....Harold V. Hough
Commercial Manager.....George Cranston
Advertising Manager.....H. M. Southard
Chief Announcer.....Cy Leland
Sales Manager.....H. M. Southard
Publicity Director.....Elbert Hailing
Musical Director.....Gene Baugh
Chief Engineer.....R. C. Stinson

POLICIES

Beer accounts accepted—but no hard liquor. Good taste requirements on all other programs.

All WBAP advertisers have access to Fort Worth Star-Telegram merchandising department—which is fully manned.

REPRESENTATIVE

Edward Petry & Company

♦

KLUF

"KLUF IS FIRST WITH THE NEWS"

GALVESTON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Geo. Ray Clough. OPERATED BY: Geo. Ray Clough. BUSINESS ADDRESS: 1225 - 23rd St. PHONE: 760. STUDIO ADDRESS: 1225 - 23rd St. TRANSMITTER LOCATION: American National Insurance Co. Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.—12:00 midnight to 1:00 A.M. NEWS SERVICE: Transradio. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....Geo. Roy Clough
Commercial Manager.....Varrell Yates
Chief Announcer.....Charles Rhodes
Station Manager.....Laurence D. Yates
Musical Director.....Robert L. Easley
Chief Engineer.....John Taylor

POLICIES

No stated special policies.

♦

KGVL*

GREENVILLE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Hunt Broadcasting Assn. (Fred Horton, President). OPERATED BY: Hunt Broadcasting Association. BUSINESS ADDRESS: Greenville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: Stockholders are interested in newspaper publications.

PERSONNEL

President.....Fred Horton

*Operating under C.P. issued by FCC, at time of going to press.

KPRC

"THE HOUSTON PAST"

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 920 Kc. POWER: 5000 watts. OWNED BY: Houston Printing Corp. OPERATED BY: Same. BUSINESS ADDRESS: Lamar Hotel. PHONE: Fairfax 7101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATION: The Houston Post. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....W. P. Hobby
Station Manager.....Kern Tips
Publicity Director.....Edith Riley
Musical Director.....K. Burt Sloan
Chief Engineer.....H. T. Wheeler

POLICIES

No stated special policies.

REPRESENTATIVE

Edward Petry & Co.

♦

KTRH

"THE CHRONICLE STATION"

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTRH Broadcasting Co., Houston Chronicle. OPERATED BY: Houston Chronicle. BUSINESS ADDRESS: Rice Hotel. PHONE: Preston 4361—Capitol 1992. STUDIO ADDRESS: Rice Hotel. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 7:45 A.M. to midnight (Sunday). NEWSPAPER AFFILIATION: Houston Chronicle. NEWS SERVICE: Local News and thirty-word (Chronicle) National Flashes. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Station Manager.....B. F. Orr
Commercial Manager.....Ray E. Bright
Publicity Director.....Harry Grier
Musical Director.....Edward Fritsch
Chief Engineer.....Tom Hiner

POLICIES

No liquor accounts accepted; light wines and beer accounts accepted. Foreign language programs acceptable in line with CBS policies. No patent medicine, cancer cures, etc., accepted. Any program of a radical nature subject to careful editing by program department. Social diseases discussed providing speaker is member of medical profession

in high standing or under government supervision.

Maintains special merchandising and exploitation departments to conform with normal wishes of any advertiser.

REPRESENTATIVE

John Blair & Company

♦

KXYZ

HOUSTON—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1440 Kc. POWER: 1000 Watts. OWNED BY: Harris County Broadcast Co. OPERATED BY: Harris County Broadcast Co. BUSINESS ADDRESS: 5th floor, Gulf Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Houston. TIME ON THE AIR: 24 hours a day. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

PERSONNEL

Manager.....T. F. Smith

POLICIES

Merchandising and publicity departments are part of the regular service.

REPRESENTATIVE

Graham A. Robertson

♦

KOCA

"KILGORE, THE OIL CAPITAL OF AMERICA"

KILGORE—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Oil Capitol Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Kilgore. PHONE: 616. STUDIO ADDRESS: Hotel Kilgore. TRANSMITTER LOCATION: Duval & Martin Sts. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Kilgore Daily News. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

General Manager .....Roy G. Terry
Commercial Manager .....H. A. Degner
Artists' Bureau Head .....Miss Betty Ford
Chief Announcer .....Van Patrick
Station Manager .....H. A. Degner
Musical Director .....Miss Betty Ford
Chief Engineer .....H. C. Slife

POLICIES

No stated special program policies.

Merchandising aids via dozen or more remotes to various business places, where a Vox Pop is staged, such as actual used car demonstrations; shopping trips through stores, also by remote control broadcasts, etc.

KFRO

"KEEP FOREVER ROLLING ON"

LONGVIEW—EST. 1934

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Voice of Longview. OPERATED BY: Voice of Longview. BUSINESS ADDRESS: Box 616. PHONE: 411. STUDIO ADDRESS: 620 Glover Crim Bldg. TRANSMITTER LOCATION: S. Green at Radio Street. TIME ON THE AIR: 6:00 A.M. to local sunset. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President .....James R. Curtis
Commercial Manager .....H. Johnson
Chief Announcer .....John McDonald
Publicity Director .....James R. Curtis
Musical Director .....James R. Curtis
Chief Engineer .....Edward Bumpass

POLICIES

Do not accept liquor accounts. No foreign language programs due to 99 per cent English speaking population.

Merchandising: Letters to dealers and prepare dealer mailing lists or routes. Furnish tie-in price cards and usual newspaper releases.

REPRESENTATIVES

John H. Reagin, Atlanta, Ga.
H. C. Conover, Chicago
Walter Biddick, Los Angeles

♦

KFYO

"LUBBOCK, HUB OF THE PLAINS, HOME OF TEXAS TECH"

LUBBOCK—EST. 1927

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: Box 1448. PHONE: 1700-1 (Trans) 1540. STUDIO ADDRESS: 914 Ave. J. TRANSMITTER LOCATION: 2312 5th St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (daily); 8:00 A.M. to 8:00 P.M. (Sunday). MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Lubbock Avalanche Journal. NEWS SERVICE: United Press (exclusive leased wire). TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, NAB Public Domain.

PERSONNEL

President.....O. L. Taylor (Amarillo)
Commercial Manager.....DeWitt Landis
Artists' Bureau Head.....R. B. McAlister
Chief Announcer.....Wesley Youngblood
Station Manager.....DeWitt Landis
Publicity Director.....Bruce Collier
Musical Director.....O. D. Cook
Chief Engineer.....W. H. Torrey

POLICIES

No liquor accounts. Spanish is accepted, though not desirable (97 per cent white literate population).

Complete merchandising service, reasonable amount free, additional service at net cost.

REPRESENTATIVE

Howard H. Wilson Company

♦

KRBA*

LUFKIN—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Red Lands Broadcasting Association (Ben T. Wilson, President). OPERATED BY: Red Lands Broadcasting Association. BUSINESS ADDRESS: Lufkin. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

PERSONNEL

President.....Ben T. Wilson

*Operating under CP issued by FCC, at time of going to press.

♦

KRLH

MIDLAND—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Clarence Scharbauer. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Scharbauer. PHONE: 1070. STUDIO ADDRESS: 117 So. Loraine. TRANSMITTER LOCATION: 2100 West Wall. TIME ON THE AIR: 6:45 A.M. to 5:45 P.M.

PERSONNEL

Station Manager.....T. K. Betzel
Publicity Director.....R. C. Lackland
Musical Director.....Pete Gates
Chief Engineer.....Robert Harmon

POLICIES

Does not accept liquor advertisements.

♦

KNET

PALESTINE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Palestine Broadcast Assn. OPERATED BY: Palestine Broadcast Association. BUSINESS ADDRESS: John and Crawford Sts. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Palestine. TIME ON THE AIR: Daytime.

PERSONNEL

Manager.....B. V. Hammond

♦

KPDN

"AT THE TOP OF TEXAS"

PAMPA—EST. 1936

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: R. C. Hoiles. OPERATED BY: S. L. Patterson. BUSINESS ADDRESS: 202½ N. Ballard. PHONE: 1100. STUDIO ADDRESS: 202½ N. Ballard. TRANSMITTER LOCATION: 8 miles east of city limits. TIME ON THE AIR: 6:30 A.M. to Sunset. NEWSPAPER AFFILIATION: Pampa Daily News. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: C. P. MacGregor, World Broadcasting System, Standard Radio.

PERSONNEL

Commercial Manager.....S. L. Patterson
Chief Announcer.....Bill Karn
Station Manager.....S. L. Patterson
Musical Director.....Ray Monday
Chief Engineer.....Herman Kreiger

POLICIES

No liquor advertising or any other accounts that station management feels are not approved by the big majority of audience.

Distribution analysis of advertisers' product or other brands of same product prior to campaign. Personal merchandising visits to both wholesalers and retailers to secure better distribution. Secure store display tie-ups. Secure tie-ups in retailers' local advertising. Survey of retail and wholesale outlets to determine progress of campaign. Survey of retail and wholesale outlets at close of campaign to determine results. Elaborate newspaper publicity provided campaign is of program nature rather than spot announcements.

REPRESENTATIVE

Southwest Broadcasters, Inc.

♦

KPLT

"THE FRIENDLY STATION"

PARIS—EST. 1936

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: North Texas Broadcasting Co. OPERATED BY: North Texas Broadcasting Co. BUSINESS ADDRESS: Gibraltar Hotel. PHONE: 1124-5. STUDIO ADDRESS: Gibraltar Hotel, Mezzanine Floor. TRANSMITTER LOCATION: 1¼ miles south on Texas Highway No. 24. TIME ON THE AIR: Local Sunrise to Sunset. NEWSPAPER AFFILIATIONS: North Texas Broadcasting Co. is owned by North Texas Pub. Co. which publishes The Paris News. NEWS SERVICE: Associated Press News flashes from the editorial rooms of The Paris News. MAINTAINS ARTISTS' BUREAU: TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio Service.

PERSONNEL

President.....A. G. Pat Mayse
Chief Announcer.....Richard Schlaudroff
Station Manager.....J. Bert Mitchell, Jr.
Sales Manager.....J. Bert Mitchell, Jr.
Musical Director.....Richard Schlaudroff
Chief Engineer.....M. W. Jeffus

POLICIES

Accepts beer advertising but no wine and liquor advertising.

Merchandising cooperation to the fullest extent.

REPRESENTATIVE

Graham A. Robertson

KIUN

"VOICE WEST OF THE PECOS"

PECOS—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Jack Hawkins and Barney Hubbs. OPERATED BY: Jack Hawkins and Barney Hubbs. BUSINESS ADDRESS: KIUN Building. STUDIO ADDRESS: KIUN Bldg. TRANSMITTER LOCATION: North of city, 1 mile. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Affiliated with Pecos Enterprise, a weekly, through interlocking ownership. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Radio Bands, Inc.

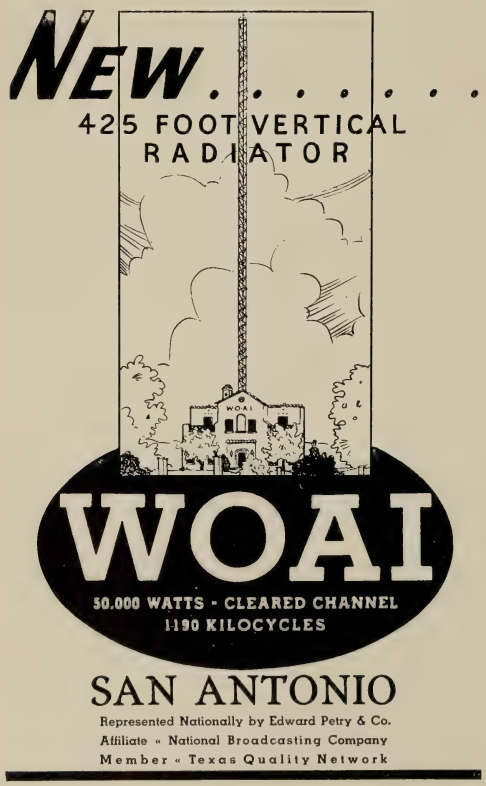
PERSONNEL

President.....Jack Hawkins
Station Manager.....Jack Hawkins
Chief Announcer.....Dick Jay
Sales Manager.....Howard Holbrook
Publicity Director.....Barney Hubbs
Musical Director.....Bob Skyles
Chief Engineer.....C. A. Roark

POLICIES

Accepts wine and beer advertising; Spanish language programs subject to approval.

Renders newspaper publicity; any reasonable amount of dealer contact work.



KPAC

PORT ARTHUR—EST. 1935

FREQUENCY: 1260 Kc. POWER: 500 Watts. OWNED BY: Port Arthur College. OPERATED BY: Port Arthur College. BUSINESS ADDRESS: Port Arthur College. STUDIO ADDRESS: Same. PHONE: 3320. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 6:00 A.M. to local sunset.

PERSONNEL

General Manager-Station Director. Glenn Hewitt

♦

KGKL

SAN ANGELO—EST. 1928

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KGKL, Inc. OPERATED BY: KGKL, Inc. BUSINESS ADDRESS: St. Angelus Hotel. PHONE: 5515-6715-16-17. STUDIO ADDRESS: St. Angelus Hotel. TRANSMITTER LOCATION: 50 S. Milton St. TIME ON THE AIR: 7:30 A.M. to 10:15 P.M. NEWSPAPER AFFILIATIONS. San Angelo Standard Times. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....H. C. Ragsdale
Commercial Manager.....Earle Yates
Chief Announcer.....Lynn Bigler
Station Manager.....Earle Yates
Musical Director.....Lynn Bigler
Chief Engineer.....Frank M. Jones

POLICIES

No stated special policies.

♦

KABC

"THE SPORTS STATION"

SAN ANTONIO—EST. 1924

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Alamo Broadcasting Co. OPERATED BY: Alamo Broadcasting Co. BUSINESS ADDRESS: Texas Theater Bldg. PHONE: Garfield 4241. STUDIO ADDRESS: Texas Theater Bldg. TRANSMITTER LOCATION: 811 E. Myrtle. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President.....Henry Lee Taylor
General Manager.....William McCabe
Chief Announcer.....Chas. Belfi
Station Manager.....Gene L. Cagle
Chief Engineer.....Ed L. Starnes

POLICIES

No liquor; beer accepted. Foreign language only in afternoon—2 to 4 P.M.

KMAC

SAN ANTONIO

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: W. W. McAllister. OPERATED BY: W. W. McAllister. BUSINESS ADDRESS: 27th floor, Smith Young Tower. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: San Antonio. TIME ON THE AIR: Part time schedule. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Manager.....Howard W. Davis
Program Director.....A. S. Bessan

REPRESENTATIVE

Cox and Tanz

♦

KONO

SAN ANTONIO—EST. 1927

FREQUENCY: 1370 Kc. POWER: 100 Watts (250 Watts pending). OWNED BY: Eugene J. Roth. OPERATED BY: Mission Broadcasting Co. BUSINESS ADDRESS: Milam Building. PHONE: F. 1371-2. STUDIO ADDRESS: Milam Bldg. TRANSMITTER LOCATION: Milam Bldg. TIME ON THE AIR: 9 hours daily (shares time with KMAC). NEWS SERVICE: La Prensa (Spanish only). MAINTAINS ARTISTS' BUREAU: TRANSCRIPTION SERVICE: Usual facilities.

PERSONNEL

President.....Eugene J. Roth
Commercial Manager.....James Brown
Artists' Bureau Head.....Gerald Morgan
Chief Announcer.....Bill Laurie
Station Manager.....Eugene J. Roth
Sales Manager.....James Brown
Publicity Director.....Gerald Morgan
Musical Director.....Ted Brown
Chief Engineer.....Geo. Ing

POLICIES

Station accepts beer—light wines. No hard liquors. Announcements must conform with station policies. Spanish announcements accepted, but must be placed on nightly two-hour international Goodwill Program. All spot announcements must be no longer than seventy-five words. All products advertised on KONO must conform with requirements for the public welfare.

Merchandising tie-ups with all local and racial papers (local community papers). Programs "Previewed" on KONO Sampler Program weekly. Any other merchandising methods desired by account at cost. Station gives "plugs" on all new commercial programs for several days in advance of first program.

REPRESENTATIVE

Cox & Tanz, Inc.

KTSA

"SERVING THE PUBLIC INTEREST IN SOUTH TEXAS"

SAN ANTONIO—EST. 1928

COLUMBIA BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTSA Broadcasting Co. OPERATED BY: KTSA Broadcasting Co. BUSINESS ADDRESS: Garter Hotel. PHONE: Garfield 1251. STUDIO ADDRESS: Garter Hotel. TRANSMITTER LOCATION: St. Hedwig Road. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: San Antonio Light. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Lang-Worth, Went-Worth, and Associated Music Publishers.

PERSONNEL

Vice-President-General Manager..Neal Barrett
Station Manager.....H. C. Burke
Program Manager.....Paul Girard
Commercial Manager.....George Johnson
Musical Director.....Ernst Hauser
Chief Engineer.....Wm. Egerton

POLICIES

No special policies.

REPRESENTATIVE

Hearst Radio, Inc.

♦

WOAI

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 1190 Kc. POWER 50,000 Watts. OWNED BY: Southland Industries, Inc. OPERATED BY: Southland Industries, Inc. BUSINESS ADDRESS: 1031 Navarro. PHONE: Garfield 4221-2-3. STUDIO ADDRESS: 1031 Navarro. TRANSMITTER LOCATION: Selma, Texas. TIME ON THE AIR: (Sunday) 8:00 A.M. to 11:30 P.M.; (daily) 6:30 A.M. to 11:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Hugh A. L. Halff
Vice-President-General Manager
Beeman Fisher
Advertising-Publicity Director....Carl A. Doty
Chief Engineer.....Fred Sterling

POLICIES

Liquor advertising taken only subject to modification of copy if found necessary. Foreign language accounts must be accompanied by verbatim translations of continuity. Will not accept advertising of Doctors or Dentists.

Maintains complete merchandising service for its advertisers and will give full cooperation to any advertiser's merchandising activities in the San Antonio market. The station from time to time conducts local merchandising activities in cooperation with the local adver-

tiser. A regular station publication is released every other month and a complete merchandising service to approximately 700 grocers and 225 druggists every month.

REPRESENTATIVE

Edw. Petry & Co., Inc.

♦

KRRV

"THE VOICE OF THE RED RIVER VALLEY"

SHERMAN—EST. 1936

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Red River Valley Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1910 S. Crockett St. PHONE: 201. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....G. H. Wilcox
Commercial Manager.....L. L. Hendrick
Chief Announcer.....Roy Pickett
Station Manager.....L. L. Hendrick
Sales Manager.....Maurice Wray
Musical Director.....Roy Pickett
Chief Engineer.....T. E. Spellman

POLICIES

Accepts foreign language and wine and beer advertising. No hard liquor advertising.

Commercial staff will lend full cooperation —and go to every reasonable extent to sell advertised products and merchandise.

♦

KTEM

"THE FRIENDLY VOICE OF CENTRAL TEXAS"

TEMPLE—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Bell Broadcasting Co. OPERATED BY: Bell Broadcasting Co. BUSINESS ADDRESS: Kyle Hotel. PHONE: 4646. STUDIO ADDRESS: Kyle Hotel. TRANSMITTER LOCATION: 2.6 miles north of Temple on Temple-Waco highway. TIME ON THE AIR: 6:15 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President.....Mrs. Ruth Mayborn
Station Manager.....Burton Bishop
Artists' Bureau Head.....Kirby Nix
Chief Announcer.....W. W. Roark
Chief Engineer.....Rupert Bogan

POLICIES

Liquor advertising accepted where copy is not offensive. Foreign language programs accepted due to large percentage of Czech and German people residing in area.

Commercial programs may have additional support of KTEM advising all dealers in territory of program by letter; commercial men assist by keeping all local accounts advised of program; programs listed in daily newspaper schedule and publicized in station's daily program resume. Special downtown window displays arranged on request.

REPRESENTATIVE

Graham & Robertson, Inc.

♦

KGKB

TYLER—EST. 1931

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: East Texas Broadcasting Co. OPERATED BY: J. G. Ulmer. BUSINESS ADDRESS: 115 S. College. PHONE: 1106-7. STUDIO ADDRESS: 115 S. College. TRANSMITTER LOCATION: Sandflat Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....W. M. Roberts
Station Manager.....M. E. Danbom
Commercial Manager.....M. E. Danbom
Chief Announcer.....O. Franklin
Chief Engineer.....John B. Sheppherd

POLICIES

Accepts no hard liquor advertising nor foreign language programs.

Will arrange window displays, get distribution in difficult stores . . . generally send out a form letter to all retail outlets when a product is advertised on station.

♦

WACO

"SERVING THE PUBLIC INTEREST"

WACO—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Hearst Radio. OPERATED BY: KTSA Broadcasting Co. BUSINESS ADDRESS: Amicable Bldg. PHONE: 2700-1. STUDIO ADDRESS: Amicable Bldg. TRANSMITTER LOCATION: Amicable Bldg. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Music Library, Lang-Worth Library.

PERSONNEL

Vice-President-General Manager..Neal Barrett
Station Manager.....J. W. Pate
Commercial Manager.....R. E. L. Glasgow
Chief Announcer.....Clark Fulks
Publicity Director.....Frank Ruetz
Musical Director.....Pat Adelman
Chief Engineer.....L. H. Appleman

POLICIES

Liquor programs accepted only after 10:30 P.M. and must be of a dignified character, running not less than 15 minutes and pro-

duced in the station's studios. Patent medicines are subject to Station approval. Foreign language programs no set rules; does not encourage such programs.

Circulars, dodgers, placards, and direct mail merchandising aids.

REPRESENTATIVE

Hearst Radio, Inc.

♦

KRGV

"SERVING 'LOWER VALLEY GRANDE' TEXAS 4TH CITY"

WESLACO—EST. 1927

NBC—(RED OR BLUE)

FREQUENCY: 1260 Kc. POWER: 1000 Watts. OWNED BY: KRGV, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 201 Border. PHONE: 375-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

PERSONNEL

President ..... M. S. Niles
Station Manager ..... Ken Lowell Sibson
Sales Manager ..... Ingham S. Roberts, III
Publicity Director ..... Dick Watkins
Musical Director ..... Dick Watkins
Chief Announcer ..... Dick Watkins
Chief Engineer ..... Neal McNaughton

POLICIES

No hard liquor advertising accepted.

Merchandising: Merchandising department maintained by station for use without cost to clients. Charges made only for special services requiring cash expenditures.

REPRESENTATIVE

Howard H. Wilson Co.

UTAH

Population 519,000

Number of Families 117,810 — Number of Radio Homes 96,560

Retail Sales $132,098,000 — Auto Registrations 116,816

KSUB

"GATEWAY TO SOUTHERN UTAH'S SCENIC WONDERLAND"

CEDAR CITY—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Johnson & Perry. OPERATED BY: Johnson & Perry. BUSINESS ADDRESS: Escalante Hotel. PHONE: 398. STUDIO ADDRESS: Escalante Hotel. TRANSMITTER LOCATION: West 2nd South. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

PERSONNEL

President ..... Johnson & Perry
Station Manager ..... A. L. Madsen
Sales Manager ..... A. L. Madsen
Chief Engineer ..... Cutler R. Miller

POLICIES

No liquor accounts accepted.

♦

KLO

OGDEN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: Interstate Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 7th floor, Hotel Ben Lomona. PHONE: 84-85. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Riverdale. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Ogden Standard Examiner. NEWS SERVICE: Associated Press (non-commercial. TRANSCRIPTION SERVICE: MacGregor & Sollie.

PERSONNEL

President ..... A. L. Glasmann
Advertising Manager ..... M. J. Bunnell
Chief Announcer ..... Tom Morris
Program Manager ..... Ethel G. Clark
Station Manager . Paul R. Heitmeyer, vice-pres.
Musical Director ..... Ed Barry
Chief Engineer ..... W. D'Orr Cozzens
Production Manager ..... Jack Riaska

POLICIES

Does not accept liquor advertising. Advertising of beer accepted. Foreign language advertising not encouraged.

REPRESENTATIVE

Bryant Griffith & Brunson

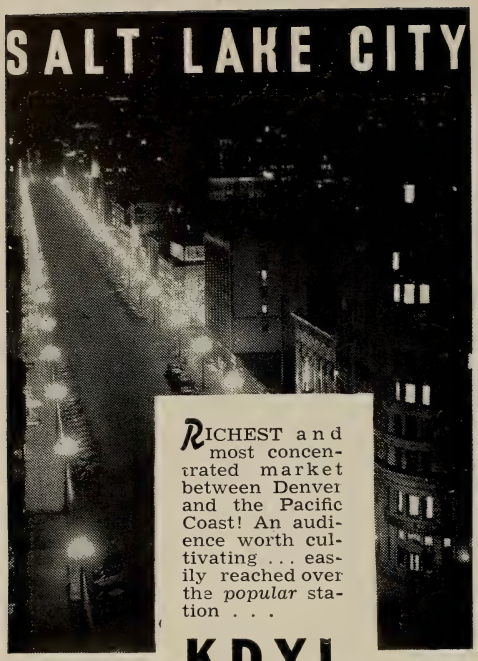
♦

KEUB

"THE VOICE OF EASTERN UTAH"

PRICE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: E. Utah Broadcasting Co. (Sam.



★ *An N. B. C. Station*

Nationally Represented by JOHN BLAIR & COMPANY

G. Weiss). OPERATED BY: E. Utah Broadcasting Co. BUSINESS ADDRESS: Price. PHONE: Price 200. STUDIO ADDRESS: Price. TRANSMITTER LOCATION: Price. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, MacGregor Dramatic Library.

PERSONNEL

General Manager.....John Richards
Station Manager.....Sam G. Weiss
Chief Engineer.....Frank C. Carman

POLICIES

No hard liquor accounts. Beer and foreign languages accepted. ♦

KDYL

"THE NBC STATION"

SALT LAKE CITY—EST. 1922

NBC (RED)

FREQUENCY: 1290 Kc. POWER: 1000 watts, n; 5000 watts, d. (Beg. Approx. May 1st). OWNED BY: Intermountain Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 6th floor, Ezra Thompson Bldg. PHONE: Wasatch 7180-1-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 9th W. and 33rd So. Murray. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

KSL

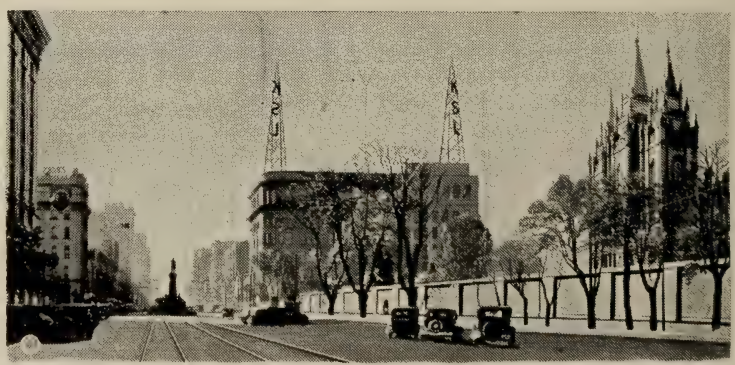
AFFILIATED WITH CBS

THE VOICE OF THE WEST

50,000 WATTS, 1130 KILOCYCLES

At the Crossroads of the West

One of the nation's most powerful radio stations; the dominant station in the vast western region which it serves, with millions of responsive listeners.



SHOWING KSL STUDIO OPPOSITE TEMPLE SQUARE, SALT LAKE CITY

PERSONNEL

President & General Manager.....S. S. Fox
Commercial Manager.....W. E. Wagstaff
Advertising Manager.....George Snell
Artists Bureau Head.....T. B. Woodbury
Chief Announcer.....Floyd Farr
Sales Manager.....W. E. Wagstaff
Publicity Director.....George Snell
Musical Director.....T. B. Woodbury
Chief Engineer.....J. M. Baldwin

POLICIES

No liquor advertisements except beer. No foreign language accounts. Medical accounts accepted only after copy to be used has been submitted and approved.

Merchandising: Display windows in station's reception lobbies available for sponsor's use. Other tie-ups by arrangement.

REPRESENTATIVE

John Blair Company

♦

KSL

"THE VOICE OF THE WEST"

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1130 Kc. POWER: 50,000 watts. OWNED BY: Radio Service Corporation of Utah. OPERATED BY: Same. BUSINESS ADDRESS: Union Pacific Bldg. PHONE: Wasatch 3901. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Saltair. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 6:00 A. M. to midnight (Sunday); 6:00 A.M. to 6:00 A.M. (Saturday). NEWSPAPER AFFILIATION: Salt Lake Tribune. NEWS SERVICES: United Press, International News Service. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated Library, Standard Library, C. P. MacGregor.

PERSONNEL

President.....Sylvester O. Cannon
Commercial Manager.....Dan H. Vincent
Advertising Manager.....T. H. Alexsen
Artists Bureau Head.....Irma F. Bitner
Station Manager.....Earl J. Glade
Sales Manager.....Dan H. Vincent
Publicity Director.....Lennox Murdock
Musical Director.....Gene Halliday
Chief Engineer.....E. G. Pack

POLICIES

Does not accept liquor advertising.

Merchandising: Mailing service. Will distribute merchandise displays to Salt Lake stores. Listing in KSL Press Release weekly. Space in monthly. Program brochure.

REPRESENTATIVE

Edward Petry & Co., Inc.

♦

KUTA*

SALT LAKE CITY—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Utah Broadcasting Co. OPERATED BY: Utah Broadcasting Co. BUSINESS ADDRESS: Salt Lake City. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

*Operating under C.P. issued by FCC, at time of going to press.

VERMONT

Population 383,000

Number of Families 94,290 — Number of Radio Homes 82,910

Retail Sales $99,121,000 — Auto Registrations 84,155

WCAX

BURLINGTON—EST. 1931

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Burlington Daily News, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 203 College St. PHONE: 134-373. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part time schedule. NEWSPAPER AFFILIATION: Burlington Daily News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President .....H. Nelson Jackson
Commercial Manager .....W. J. Kennedy
Advertising Manager .....W. J. Kennedy
Artists' Bureau Head .....John F. Tierney
Chief Announcer .....Herman Wight
Station Manager .....H. Nelson Jackson
Sales Manager .....W. J. Kennedy
Publicity Director .....John F. Tierney
Musical Director .....John F. Tierney
Chief Engineer .....James W. Tierney

POLICIES

Accepts beer advertising but no liquor accounts. No restrictions on foreign language accounts if the program is on a transcription. However, all matter on same is subject to our approval.

♦

WSYB

RUTLAND—EST. 1930

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: P. Weiss Music Co. OPERATED BY: Same. BUSINESS ADDRESS: 80 West St. PHONE: 1247. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 10:00 A.M. to 1:00 P.M. and 5:00 P.M. to 9:00 P.M. (construction permit to operate with unlimited time). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President ..... P. Weiss
Station Manager ..... J. H. Weiss
Chief Engineer ..... J. A. Housek

POLICIES

No stated special program policies.

REPRESENTATIVES

Cox & Tanz — Weed & Co.

♦

WQDM

ST. ALBANS—EST. 1929

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: F. Arthur Bosturik. OPERATED BY: F. Arthur Bosturik. BUSINESS ADDRESS: St. Albans. PHONE: 126. STUDIO ADDRESS: 32 North Main St. TRANSMITTER LOCATION: ¼ mile north of city on route 7 fresh water marsh. Maintains ARTIST BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Lang-Worth, Radio Bands, Inc., Earnshaw Production.

PERSONNEL

President ..... F. Arthur Bosturik
Advertising Manager ..... John Barrette
Artists' Bureau Head ..... Harriet Hall
Chief Announcer ..... Edward Anderson
Station Manager ..... F. Arthur Bosturik
Publicity Director ..... Evelyn Stevenson
Musical Director ..... Florence M. Bosturik
Chief Engineer ..... Edward Regan

POLICIES

No hard liquor. Accepts beer and foreign language accounts.

Tie-up with newspaper and window displays.

REPRESENTATIVE

Gene Furgason & Co.

♦

WNBX

"RADIO CAPITAL OF VERMONT & NEW HAMPSHIRE"

SPRINGFIELD—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: WNBX Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Woolson Block, 39 Main St. PHONE: 66-3-66-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Ararat. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President ..... Harry C. Wilder
Commercial Manager ..... Phil Hoffman
Advertising Manager ..... Phil Hoffman
Artists Bureau Head ..... Lansing Lindquist
Chief Announcer ..... Ozzie Wade
Station Manager ..... Phil Hoffman
Publicity Director ..... Lansing Bennett
Chief Engineer ..... Bill Moore

POLICIES

No liquor advertising accepted. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the station.

Station will assist in merchandising service which includes direct mail, movie trailers, dealer contacts.

REPRESENTATIVE

Paul H. Raymer Co.

♦

WDEV

"VERMONT'S MID-STATE STATION"

WATERBURY—EST. 1931

FREQUENCY: 550 Kc. POWER: 500 Watts, 1000 pending. OWNED BY: L. E. Squier and W. G. Ricker. OPERATED BY: L. E. Squier and W. G. Ricker. BUSINESS ADDRESS: 8 Stowe St., Montpelier. PHONE: 13-240. STUDIO ADDRESS: Waterbury. TRANSMITTER LOCATION: Waterbury. TIME ON THE AIR: 6:00 A.M. to sundown. Maintains ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Waterbury Record. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus; Langlois Wentworth.

PERSONNEL

Commercial Manager ..... Harold Deal
Station Manager ..... L. E. Squier
Advertising Manager ..... W. G. Ricker
Artists' Bureau Head ..... W. G. Ricker
Chief Announcer ..... Ted Nelson
Sales Manager ..... L. E. Squier
Musical Director ..... Ralph Delfino
Chief Engineer ..... Melvin Stickles

POLICIES

No liquor advertising. Sole restriction.

Service available from printing department of Waterbury Record and columns of paper.

REPRESENTATIVE

Horace Hagedorn, N. Y. C.

VIRGINIA

Population 2,706,000

Number of Families 584,460 Number of Radio Homes 384,740

Retail Sales $471,329,000 Auto Registrations 417,463

WCHV

"CHARLOTTESVILLE'S ONLY ADVERTISING MEDIUM THAT SPEAKS FOR ITSELF"

CHARLOTTESVILLE—EST. 1929

VIRGINIA BROADCASTING SYSTEM, INC.

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Community Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Market & 4th. PHONE: 444. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. No. 250 Richmond Road. TIME ON THE AIR: 6:00 A.M. to sunset (Shares night with WEED). NEWSPAPER AFFILIATIONS: Washington Post, Richmond News Leader. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Station Manager .....Hugh M. Curtler
Commercial Manager .....C. D. Taylor
Chief Announcer .....Edward W. Hase
Sales Manager .....C. D. Taylor
Chief Engineer .....Walter W. Gray

POLICIES

Does not accept liquor or foreign language accounts.

Complete merchandising service including regular calls on merchants in primary area.

REPRESENTATIVE

J. J. Devine & Associates

♦

WBTM

"WORLD'S BEST TOBACCO MARKET"

DANVILLE—EST. 1930

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Piedmont Broadcasting Corp. OPERATED BY: Piedmont Broadcasting Corp. BUSINESS ADDRESS: 427 Main St. PHONE: 2350. STUDIO ADDRESS: 427 Main St. TRANSMITTER LOCATION: Danville. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

PERSONNEL

President .....L. N. Dibrell
Commercial Manager .....S. C. Ondarcho
Advertising Manager .....J. M. Croft
Artists' Bureau Head .....W. P. Heffernan
Chief Announcer .....W. P. Heffernan
Station Manager .....S. C. Ondarcho
Sales Manager .....S. C. Ondarcho
Publicity Director .....J. M. Croft
Musical Director .....Geo. Heffernan
Chief Engineer .....Phil Briggs

POLICIES

No liquor advertising accepted; beer and wine accepted; foreign language accounts discouraged because of limited foreign population; medical accounts accepted; copy in all cases must be in good taste and ethical.

For exploitation station publishes its own weekly paper. No merchandising department established but a reasonable amount is done without cost.

REPRESENTATIVE

H. K. Conover Co.

♦

WSVA

"SHENANDOAH VALLEY STATION"

HARRISONBURG—EST. 1935

FREQUENCY: 550 Kc. POWER: 500 Watts. OWNED BY: Shenandoah Valley Broadcasting Corp. OPERATED BY: Shenandoah Valley Broadcasting Corp. BUSINESS ADDRESS: Harrisonburg. PHONE: Harrisonburg, 875; Staunton, 647. STUDIO ADDRESS: Harrisonburg. TRANSMITTER LOCATION: Route No. 1, Harrisonburg. TIME ON THE AIR: Sunrise to local sunset. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio, Inc.

PERSONNEL

Station Manager .....Chas. P. Blackley
Sales Manager .....Chas. P. Blackley
Chief Announcer .....Wendell Siler
Chief Engineer .....U. L. Lynch

POLICIES

Beer accounts accepted. Wine and liquor accounts not accepted.

Merchandising plan consists of: Distribution of advertising and promotional matter of sponsors in connection with programs, and the contacting of merchants in territory relative to increasing interest in programs of sponsors.

♦

WLVA

LYNCHBURG—EST. 1930

REGIONAL V.B.S.

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Lynchburg Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Allied Arts Bldg. PHONE: 3030. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Page St. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press & Teletype. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth & NAB Library.

PERSONNEL

President .....Edw. A. Allen
Commercial Manager .....Glen E. Jackson
Advertising Manager .....Glen E. Jackson
Chief Announcer .....James Moore

WMBG

NBC Red

☆

RICHMOND, VIRGINIA

☆

For complete market data

consult

GENE FURGASON & CO.

NEW YORK

MUrray Hill 2-3734

Chicago — State 5241

Station Manager .....Philip P. Allen
Publicity Director .....James Howe
Chief Engineer .....Albert E. Heisen

POLICIES

No liquor accounts accepted.

♦

WGH

NEWPORT NEWS—EST. 1928

VIRGINIA BROADCASTING SYSTEM
CBS OPTIONAL PROGRAMS

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Hampton Roads Broadcasting Corp. OPERATED BY: Hampton Roads Broadcasting Corp. BUSINESS ADDRESS: Bankers Trust Bldg., Norfolk; 1319 Washington Ave.; American National Bank Bldg., Portsmouth. PHONE: 44319 Norfolk; 2297 Newport News; 991 Portsmouth. STUDIO ADDRESS: Bankers Trust Bldg., Norfolk; 1319 Washington Ave.; American Bank Bldg., Portsmouth. TRANSMITTER LOCATION: Newport News. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: Lang-Worth and NAB Library.

PERSONNEL

President.....Edward E. Bishop
Commercial Manager.....Edward E. Edgar
Advertising Manager.....Edward E. Edgar
Artists' Bureau Head.....Alfred Temple
Chief Announcer.....Joel F. Wahlberg
Station Manager.....Edward E. Bishop
Sales Manager.....Edward E. Edgar
Publicity Director.....Gene Stratton
Musical Director.....Willby Goff
Chief Engineer.....Raymond P. Aylor, Jr.

POLICIES

No liquor advertising except wines and beers, conforming to rules of Virginia Alcoholic Beverage Board. Foreign language accounts acceptable where public interest is served and necessity exists. Internal medicines not accepted.

♦

WTAR

"VIRGINIA'S PIONEER VOICE"

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO.

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: Norfolk Newspapers, Inc. OPERATED BY: Norfolk Newspapers, Inc. BUSINESS ADDRESS: National Bank of Commerce Bldg. PHONE: 2-5671-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glenrock, Princess Anne County. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M.; (Sunday) 8:00

A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Norfolk Ledger-Dispatch, Norfolk Virginian Pilot. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

PERSONNEL

President.....Paul S. Huber
Commercial Manager.....John W. New
Station Manager.....Campbell Arnoux
Publicity Director.....Lee Chadwick
Musical Director....Henry Cowles Whitehead
Chief Engineer.....J. L. Grether

POLICIES

Accepts wine and beer accounts; no hard liquor advertising. Foreign language accounts judged individually and acceptance based on the merit of the program material. No foreign language account has been broadcast over station to date.

Merchandising: Courtesy announcements gratis, listings in morning and evening newspaper, announced in two daily program resumes, letters to dealers, contact of dealers and wholesalers, and additional activities at cost.

REPRESENTATIVE

Edward Petry & Co.

♦

WBBL

RICHMOND

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Grace Covenant Presbyterian Church (M. A. Sitton, Agent). OPERATED BY: Grace Covenant Presbyterian Church. BUSINESS ADDRESS: Richmond. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified hours.

PERSONNEL

Agent.....M. A. Sitton

POLICIES

Station does not sell time.

♦

WMBG

"THE HAVENS AND MARTIN STATION"

RICHMOND—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1350 Kc. POWER: 500 Watts. OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: 914 W. Broad. PHONE: 3-6776. STUDIO ADDRESS: 914 W. Broad. TRANSMITTER LOCATION: Staples Mill Road & Broad St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....Wilbur M. Havens
Commercial Manager.....Wilbur M. Havens
Advertising Manager.....Robt. E. Mitchell
Artists' Bureau Head.....Robt. E. Mitchell
Chief Announcer.....Jack Hooper
Station Manager.....Wilbur M. Havens
Local Sales Manager.....Wm. Filer
Publicity Director & National Sales
R. E. Mitchell
Musical Director.....Garnett Tate
Chief Engineer.....Wilfred H. Wood

POLICIES

Beer and wine accounts accepted; no hard liquor.

Complete merchandising set-up including dealers' letters; distribution of window and counter cards; window dressing.

REPRESENTATIVE

Gene Fergason & Co.

♦

WRNL

"THE FRIENDLY STATION"

RICHMOND—EST. 1937

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 500 Watts (1000 pending). OWNED BY: WLBG, Inc. OPERATED BY: WLBG, Inc. (ex-WPHR). BUSINESS ADDRESS: 323 E. Grace St. PHONE: 3-4242. STUDIO ADDRESS: 323 E. Grace St. TRANSMITTER LOCATION: Henrico County. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Music, Lang-Worth and C. P. MacGregor.

PERSONNEL

President.....John Stewart Bryan
Advertising Manager.....C. A. Baker
Artists' Bureau Head.....Blanche Moody
Chief Announcer.....Wallace Stell
Station Manager.....Earl Sowers
Sales Manager.....C. A. Baker
Publicity Director.....Earl Sowers
Musical Director.....Marynelle Gutridge
Chief Engineer.....W. A. Selden

POLICIES

Station does not accept liquor ads.

Has merchandising department, including audience room excellently equipped for auditions, etc.

WRTD

RICHMOND—EST. 1937

NATIONAL BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Times-Dispatch Publ. Co., Inc. OPERATED BY: Times-Dispatch Publishing Co., Inc. BUSINESS ADDRESS: State-Planters Bank Building. PHONE: 3-7471, 3-7472, 3-7473. STUDIO ADDRESS: State-Planters Bank Building. TRANSMITTER LOCATION: Belle Isle. TIME ON THE AIR: Mon. to Sat. 7:00 A.M. to 1:00 A.M.; Sun. 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Times-Dispatch Publishing Co., Inc. TRANSCRIPTION SERVICES: Associated Music Publishers and Standard Radio.

PERSONNEL

President.....John D. Wise
Manager.....Ovelton Maxey
Chief Engineer.....David Bain
Program Director.....Pelo Gleason
Production Manager.....Pelo Gleason
Continuity Director.....Robert Ehrman
Publicity & Merchandising....Bernard Dabney
Traffic Manager.....Mildred Williams
Chief Announcer.....Sam Lawder

POLICIES

Does not accept hard liquor or wines but does accept beer; does not accept foreign languages.

Displays in five banks; one in lobby of Richmond Times-Dispatch; one in reception room of WRTD; as a rule preannouncements: personal contact with distributors and dealers. Letters to distributors and principal dealers.

REPRESENTATIVE

Edward Petry & Co., Inc.

♦

WRVA

"DOWN WHERE THE SOUTH BEGINS—VIRGINIA'S PREMIER STATION"

RICHMOND—EST. 1925

FREQUENCY: 1110 Kc. POWER: 5000 Watts. OWNED BY: Larus & Brother Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Richmond. PHONE: 3-6633. STUDIO ADDRESS: Hotel Richmond. TRANSMITTER LOCATION: Mechanicsville. TIME ON THE AIR: 7:00 A.M. to midnight (Fri. to 2:00 A.M.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President .....P. L. Reed
General Manager.....C. T. Lucy
Commercial Manager .....Barron Howard
Chief Announcer .....J. Robert Beadles
Sales Manager .....Barron Howard
Publicity Director .....Walter R. Bishop
Musical Director .....E. D. Naff
Chief Engineer .....R. N. Eubank
Technical Supervisor .....H. S. Lucy

POLICIES

Accept no alcoholic advertising including wine, beer or liquor. Has no foreign language accounts since this is native territory. After 6:00 P.M. accepts no advertising for product, use of which would not be considered suitable topic for discussion in mixed group. Matter of good taste applied to all proposed accounts.

Merchandising: Merchandising and exploitation is handled on a per-job basis by a local exploitation firm. No definite merchandising set-up is maintained by station.

REPRESENTATIVE

Paul H. Raymer Company

♦

WDBJ

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 5000 Watts, d.; 1000, n. OWNED BY: Times-World Corp. OPERATED BY: Times-World Corp. BUSINESS ADDRESS: 124 West Kirk Ave. PHONE: 8131, 8132. STUDIO ADDRESS: 124 West Kirk Ave. TRANSMITTER LOCATION: Colonial Hgts., Roanoke. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Roanoke Times (morning); The Roanoke World News (evening). NEWS SERVICE: Associated Press News. TRANSCRIPTION SERVICES: NAB Library and World Broadcasting System Library.

PERSONNEL

President.....J. P. Fishburn
Commercial Manager.....F. D. Kesler
Artists' Bureau Head.....Mary Henson
Station Manager.....Ray P. Jordan
Publicity Director.....Marvin Naff
Musical Director.....Mary Henson
Chief Engineer.....Robert D. Avery

POLICIES

Does not accept liquor advertising except beer and light wines. No objection to foreign language accounts, but advises against them because of only 2 per cent foreign born population.

Complete merchandising co-operation. Letters to dealers; window and store displays, newspaper publicity, etc.

REPRESENTATIVES

Craig & Hollingbery, Inc., New York
Sears & Ayer, Chicago

WASHINGTON

Population 1,658,000

Number of Families 446,470 Number of Radio Homes 394,230

Retail Sales $528,709,000 Auto Registrations 499,760

KXRO

"TWIN HARBOR" STATION

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: KXRO, Inc. OPERATED BY: KXRO, Inc. BUSINESS ADDRESS: Morck Hotel. PHONE: Aberdeen 4098 and 4099. STUDIO ADDRESS: Morck Hotel. TRANSMITTER LOCATION: Finch Farms. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (Daily); 9:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: Transradio press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Harry R. Spence
Commercial Manager.....Fred G. Goddard
Chief Announcer.....W. M. McGoffin
Publicity Director.....Edwin J. Alexander
Musical Director.....Linda Flower
Chief Engineer.....W. M. McGoffin

POLICIES

Beer and wine accepted, also foreign language accounts.

REPRESENTATIVE

John Blair & Company

♦

KVOS

BELLINGHAM—EST. 1929

MUTUAL—DON LEE

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: KVOS, Inc. OPERATED BY: KVOS, Inc. BUSINESS ADDRESS: Luther Bldg. PHONE: 4200-1627-34. TRANSMITTER LOCATION: Luther Bldg. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor.

PERSONNEL

President.....Rogan Jones
Advertising & Sales Manager....Tom Schafer
Musical Director.....Henry Ehlers
Chief Engineer.....Joe Ernst

POLICIES

Hard liquor accounts are not accepted.

KELA

CENTRALIA AND CHEHALIS
EST. 1937

MUTUAL—DON LEE

FREQUENCY: 1440 Kc. POWER: 500 Watts. OWNED BY: Central Broadcasting Corp. OPERATED BY: Central Broadcasting Corp. BUSINESS ADDRESS: Centralia or Chehalis. PHONE: Chehalis 721—Centralia 721. STUDIO ADDRESS: Centralia or Chehalis. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Lewis County Advocate, Chehalis Bee Nugget, Centralia Tribune. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Library.

PERSONNEL

President.....A. C. St. John
General Manager.....J. Elroy McCaw
Chief Announcer.....Paul Corbin
Sales Manager.....Joe Chytil
Musical & Publicity Director.....Eddie Specht
Chief Engineer.....Sam Norin

POLICIES

No hard liquor accounts accepted.

REPRESENTATIVE

John Blair & Company

♦

KRKO

"THE VOICE OF EVERETT AND SNOHOMISH COUNTY"

EVERETT—EST. 1923

MUTUAL—DON LEE

FREQUENCY: 1370 Kc. POWER: 50 Watts. OWNED BY: Lee E. Mudgett. OPERATED BY: Lee E. Mudgett. BUSINESS ADDRESS: 300 Clark Bldg. PHONE: Main 5-2-6. STUDIO ADDRESS: 300 Clark Bldg. TIME ON THE AIR: 7:00 A.M. to 12:00 noon—4:00 P.M. to 7:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Chief Announcer.....Cliffe Hansen
Station Manager.....Lee E. Mudgett
Publicity Director.....Mary Kosher
Musical Director.....Maynard Bordsen
Chief Engineer.....Lee E. Mudgett

POLICIES

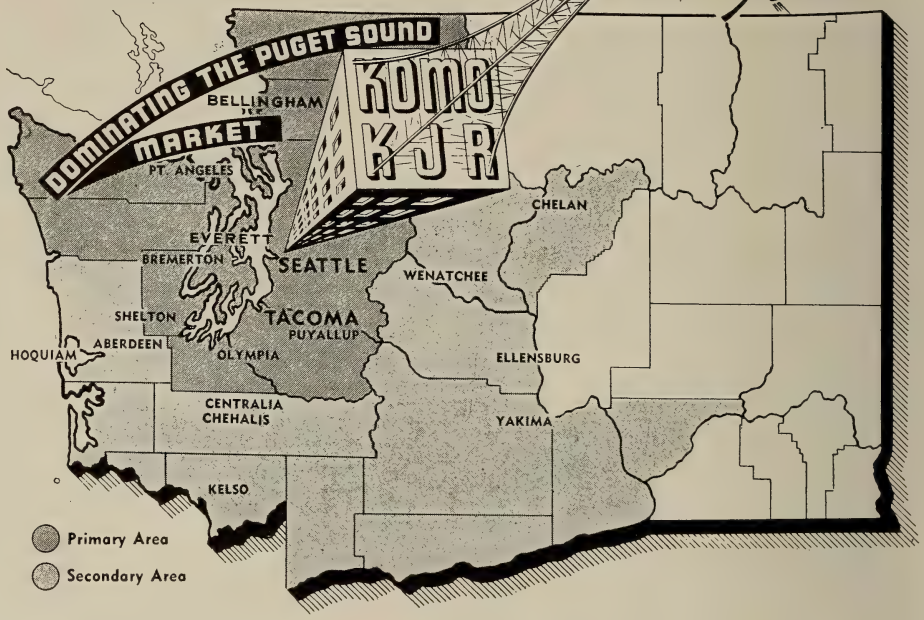
No liquor advertising accepted.

REPRESENTATIVE

Walter Biddick & Company

KOMO AND KJR ARE THE ONLY RADIO STATIONS DELIVERING SEATTLE, TACOMA AND WESTERN WASHINGTON

Coverage at one rate



KOMO
NBC • RED
5000 WATTS L.S.

COMPLETE MARKET DATA AVAILABLE

KJR
NBC • BLUE
5000 WATTS

SEATTLE • WASHINGTON

NATIONAL REPRESENTATIVE
EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

KWLK*

LONGVIEW—EST. 1937

FREQUENCY: 780 Kc. POWER: 250 Watts. OWNED BY: Twin City Broadcasting Corp. OPERATED BY: Twin City Broadcasting Corp. BUSINESS ADDRESS: Longview. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

*Operating under C.P. issued by FCC at time of going to press.

♦

KGY

"IN WASHINGTON'S CAPITOL CITY"

OLYMPIA—EST. 1921 (non-Comm.) 1932 (Comm.)

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KGY, Inc. OPERATED BY: KGY, Inc. BUSINESS ADDRESS: 11th & Capitol Way. PHONE: 746-1006. STUDIO ADDRESS: 11th & Capitol Way. TRANSMITTER LOCATION: 11th & Capitol Way. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (except Thursday—off at 7:30 P.M.) Silent Sunday. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Louis A. Wasmer
Vice President.....Archie G. Taft
Commercial Manager.....W. R. Taft
Station Manager.....W. R. Taft
Publicity Director.....Freda Tilden
Musical Director.....Evelyn Krause
Chief Engineer.....John H. Thatcher

POLICIES

No hard liquor advertising accepted.

Merchandising: Placing of newspaper publicity; designing and distribution of placards, handbills, etc.

REPRESENTATIVE

John H. Blair & Co.

♦

KWSC

"STATE COLLEGE ON THE AIR"

PULLMAN—EST. 1922

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 n. OWNED BY: State College of Wash. OPERATED BY: State College of Wash. BUSINESS ADDRESS: State College. PHONE: 376M. STUDIO ADDRESS: State College. TRANSMITTER LOCATION: Pullman. TIME ON THE AIR: 6:45 A.M. to 10:00 P.M.

PERSONNEL

President.....E. O. Holland
Chief Announcer.....Del Bertholf
Station Manager.....Kenneth E. Yeend
Chief Engineer.....Larry Mallach

POLICIES

No commercial broadcasting whatsoever.

KEEN

"YOUR KEEN STATION"

SEATTLE—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: KVL, Inc. OPERATED BY: KVL, Inc. BUSINESS ADDRESS: Smith Tower. PHONE: Seneca 0070. STUDIO ADDRESS: Smith Tower. TRANSMITTER LOCATION: Smith Tower. TIME ON THE AIR: 12:00 noon to 11:00 P.M. TRANSCRIPTION SERVICE: Usual.

PERSONNEL

President.....Arthur C. Dailey
Commercial Manager.....Arthur C. Dailey
Station Manager.....Arthur C. Dailey
Sales Manager.....Hal Pearce
Publicity Director.....H. Portor
Publicity Director.....L. D. Woodruff
Chief Engineer.....R. E. Reynolds

POLICIES

No liquor accounts accepted. Accepts foreign language business.

♦

KIRO

"THE FRIENDLY STATION"

SEATTLE—EST. 1927 as K P C B

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 1000 Watts. OWNED BY: Queen City Broadcasting Co. OPERATED BY: Queen City Broadcasting Co. BUSINESS ADDRESS: Cobb Bldg. PHONE: Seneca 1500. STUDIO ADDRESS: Cobb Bldg. TRANSMITTER LOCATION: 2nd and Union Sts. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. daily except Sunday. Sunday 7:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Lang-Worth and Standard Radio.

PERSONNEL

President.....Louis K. Lear
Commercial Manager.....Loren B. Stone
Chief Announcer.....Maurice Rider
Station Manager.....H. J. Quilliam
Sales Manager.....J. A. Morton
Publicity Director.....Henry M. Norton
Chief Engineer.....James Hatfield

POLICIES

Does not accept hard liquor; takes foreign languages at specified hours.

REPRESENTATIVE

John Blair & Company

♦

KJR

"SEATTLE'S PIONEER RADIO STATION"

SEATTLE—EST. 1921

NBC (PACIFIC COAST BLUE)

FREQUENCY: 970 Kc. POWER: 5000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Fisher's Blend Station, Inc.

BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 P.M. (Sunday) 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....O. W. Fisher
Commercial Manager.....H. M. Feltis
Advertising Manager.....H. M. Feltis
Chief Announcer.....Bennett Fisher
Station Manager.....Birt F. Fisher
Sales Manager.....H. M. Feltis
Publicity Director.....Bob Ackerley
Chief Engineer.....Francis Brott

POLICIES

Accepts no hard liquor advertising. Accepts Scandinavian (foreign) language accounts. Limit to 10 per cent commercial content.

REPRESENTATIVE

Edward Petry & Co., Inc.

♦

KOL

SEATTLE—EST. 1922

MUTUAL—DON LEE

FREQUENCY: 1270 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Seattle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Northern Life Tower. PHONE: Main 2312. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1110 West Florida. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICES: Transradio Press, local news through Seattle Post Intelligencer. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library.

PERSONNEL

Vice President.....Archie Taft
Commercial Manager.....E. D. Pederson
Chief Announcer.....Wilson Arthur Edwards
Station Manager.....E. D. Pederson
Publicity Director.....Margaret Emahiser
Musical Director.....Don Isham
Chief Engineer.....A. L. Henderson

POLICIES

Liquor advertising not acceptable.

REPRESENTATIVE

John Blair & Co.

♦

KOMO

"FISHER'S BLEND STATION"

SEATTLE—EST. 1925

NBC (PACIFIC COAST RED)

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Fisher's Blend Station Inc. OPERATED BY: Same. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 midnight. (Sunday) 8:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....O. W. Fisher
Commercial Manager.....H. M. Feltis
Advertising Manager.....H. M. Feltis
Chief Announcer.....Bennett Fisher
Station Manager.....Birt F. Fisher
Sales Manager.....H. M. Feltis
Publicity Director.....Bob Ackerley
Chief Engineer.....Francis Brott

POLICIES

Accepts no hard liquor advertising, or foreign language accounts. Commercial content limited to 10 per cent of program time.

We have no special merchandising feature. We send out all publicity releases to the publications using radio news.

REPRESENTATIVE

Edward Petry & Co., Inc.

♦

KRSC

SEATTLE—EST. 1926

FREQUENCY: 1120 Kc. POWER: 250 Watts. OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 819 Fairview Place. PHONE: Elliot 3480. STUDIO ADDRESS: 819 Fairview Place. TRANSMITTER LOCATION: 819 Fairview Place. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

President.....P. K. Leberman
Commercial Manager.....R. C. Fuller
Chief Announcer.....Ted Bell
Station Manager.....Robt. E. Priebe
Publicity Director.....E. B. Rivers
Musical Director.....Robt. S. McCaw
Chief Engineer.....George A. Freeman

POLICIES

No liquor, wine or beer; no foreign language accounts; no proprietary medicine accounts.

Merchandising: Supports advertisers with publicity in sixteen weekly community newspapers. Circulation 80,000. Arranges window displays, and contacts local distributors.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

KTW

"FOR THE GOSPEL AND THE CONSTITUTION"

SEATTLE—EST. 1919

FREQUENCY: 1220 Kc. POWER: 1000 Watts. OWNED BY: The First Presbyterian Church of Seattle. OPERATED BY: Same. BUSINESS

ADDRESS: 7th & Spring Sts. PHONE: Main 4177, Main 2056. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Sunday) 10:00 A.M. to 10:00 P.M. (Thursday) 7:30 P.M. to 10:30 P.M. (Shares time with radio station KWSC.)

PERSONNEL

President .....Dr. M. A. Matthews
Chief Announcer .....Gene Freeman
Mrs. C. R. Foss
Station Manager .....Dr. M. A. Matthews
Musical Director .....Mrs. C. R. Foss
Chief Engineer .....James S. Ross

POLICIES

No advertising or commercial programs. Church programs and broadcasts only.

♦

KXA

SEATTLE—EST. 1928

FREQUENCY: 760 Kc. POWER: 500 LS-250 n. OWNED BY: American Radio Telephone Co. OPERATED BY: American Radio Telephone Co. BUSINESS ADDRESS: 314 Bigelow Bldg. PHONE: Seneca 1000-1001. STUDIO ADDRESS: 314 Bigelow Bldg. TRANSMITTER LOCATION: 314 Bigelow Bldg. TIME ON THE AIR: 6:30 A.M. to sundown; 10:00 P.M. to 3:00 A.M. (9:00 P.M. during eastern daylight saving time).

PERSONNEL

President.....R. F. Meggee
Chief Announcer.....Jackson Latham
Station Manager.....Florence Wallace
Chief Engineer.....Maurice M. McMullen

POLICIES

Accepts beer and light wines. Foreign language accounts accepted if accompanied by translations. No patent medicines accepted.

♦

KFIO

SPOKANE—EST. 1922

FREQUENCY: 1120 Kc. POWER 100 Watts. OWNED BY: Spokane Broadcasting Co. OPERATED BY: Spokane Broadcasting Co. BUSINESS ADDRESS: 526 Riverside Ave. STUDIO ADDRESS: 526 Riverside Ave. TRANSMITTER LOCATION: 204 Norfolk and 408½ West Sprague Ave., Spokane. TIME ON THE AIR: 6:00 A.M. to local sunset.

PERSONNEL

President.....A. L. Smith

♦

KFPY

"THE PIONEER BROADCASTING STATION OF THE INLAND EMPIRE"

SPOKANE—EST. 1922

CBS—PACIFIC NORTHWEST NETWORK

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Symons Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Symons Bldg. PHONE: Main 1218. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: RFD 3. TIME ON THE AIR: (Daily) 6:30 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press.

PERSONNEL

President .....T. G. Symons, Jr.
Commercial Manager .....Arthur L. Bright
Chief Announcer .....Ralph W. Rogers
Vice-President .....Arthur L. Bright
Sales Manager .....Arthur L. Bright
Publicity Director .....R. W. Brazeal
Musical Director .....James B. Clark
Chief Engineer .....George Langford

POLICIES

Hard liquor advertising not acceptable.

Programs and announcements are subject to censorship by station and to rules of FCC. Arrangements for broadcast must be made two weeks in advance. If possible, talent programs should be closed three weeks in advance. Announcements, talks and recorded programs ten days in advance.

Station maintains a continuity department available to advertiser at no additional charge.

REPRESENTATIVES

Joseph H. McGillvra (New York, Chicago)
Walter Biddick Co. (Los Angeles, San Francisco)

♦

KGA

SPOKANE—EST. 1926

NBC (BLUE)—NORTHWEST TRIANGLE CHAIN

FREQUENCY: 1470 Kc. POWER: 5000 Watts. OWNED BY: Louis Wasmer. OPERATED BY: Louis Wasmer. BUSINESS ADDRESS: Radio Central Bldg. PHONE: M 5383. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Spokane. TIME ON THE AIR: Full time.

PERSONNEL

Station Manager.....Louis Wasmer
Assistant Manager.....Harvey Wixson

REPRESENTATIVE

Edward Petry & Company

♦

KHQ

"TELLING THE WORLD"

SPOKANE—EST. 1920

NATIONAL BROADCASTING CO.—(RED)

FREQUENCY: 590 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Louis Wasmer. OPERATED BY: Louis Wasmer. BUSINESS ADDRESS: Radio Central Bldg. PHONE: M-5383. STUDIO ADDRESS: Radio Central Bldg. TRANSMITTER LOCATION: 41st and Beigel Sts. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus and has Studio Recording Equipment.

PERSONNEL

President.....Louis Wasmer
Chief Announcer.....Harry Lantry
Station Manager.....Harvey Wixson
Assistant Manager.....Herb Wixson
Musical Director.....Marian Boyle
Chief Engineer.....A. G. Sparling

POLICIES

No hard liquor accounts accepted.

REPRESENTATIVE

Edward Petry & Co., Inc.

♦

KMO

"THE VOICE OF TACOMA"

TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK

FREQUENCY: 1330 Kc. POWER: 1000 Watts. OWNED BY: KMO, Inc. OPERATED BY: KMO, Inc. BUSINESS ADDRESS: 914½ Broadway. PHONE: Main 4144. STUDIO ADDRESS: 914½ Broadway. TRANSMITTER LOCATION: 1½ miles east of Tacoma. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System; NAB Library.

PERSONNEL

President.....Carl E. Haymond
Commercial Manager.....Jack Buchanan
Advertising Manager.....Roscoe Smith
Chief Announcer.....Harry Jordan
Station Manager.....Carl E. Haymond
Sales Manager.....Jack Buchanan
Publicity Director.....Larry Huesby
Musical Director.....Larry Huesby
Chief Engineer.....Joe Kolesar

POLICIES

No liquor advertising. Accepts foreign language accounts.

Advertise all of commercial accounts in "Shopping News."

REPRESENTATIVE

John Blair & Company

♦

KVI

"THE PUGET SOUND STATION"

TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Puget Sound Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: W. R. Rust Bldg. PHONE: BR. 4211, 2, 3-Tacoma; Ma. 1171-Seattle. STUDIO ADDRESS: W. R. Rust Bldg.-Tacoma, Olympic Hotel,-Seattle. TRANSMITTER LOCATION: Vashon Island. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Tacoma News Tribune. NEWS SERVICE: Associated Press (non-commercial).

PERSONNEL

President.....Vernice Boulianne
Commercial Manager.....Edward J. Jansen
Advertising Manager.....Elvin E. Evans
Chief Announcer.....H. J. McAllister
Station Manager.....Vernice Boulianne
Sales Manager.....Edward J. Jansen
Publicity Director.....Dorothy Doernbecher
Musical Director.....Gunnar Anderson
Chief Engineer.....James W. Wallace

POLICIES

Does not accept foreign language or hard liquor accounts.

Merchandising: Station makes every effort to cooperate with accounts in special merchandising or exploitation features—such as letters to the trade, personal contacts, newspaper publicity stories, etc.

REPRESENTATIVE

Free & Peters, Inc.

♦

KUJ

"SERVING THE NORTHWEST'S RICHEST AGRICULTURAL AREA"

WALLA WALLA—EST. 1928

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: KUJ, Inc. OPERATED BY: KUJ, Inc. BUSINESS ADDRESS: 2nd and Rose Sts. PHONE: 1230. STUDIO ADDRESS: 2nd and Rose Sts. TRANSMITTER LOCATION: 2nd and Rose Sts. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....H. E. Studebaker
Commercial Manager.....Jerry Jensen
Advertising Manager.....Norval Armes
Chief Announcer.....Dick Crombie
Station Manager.....H. E. Studebaker
Sales Manager.....Jerry Jensen
Publicity Director.....Esther Engelhardt
Musical Director.....Roy Dorr
Chief Engineer.....Milton MacLafferty

POLICIES

No liquor accounts accepted.

REPRESENTATIVES

Cox & Tanz, Philadelphia
Sears & Ayer, Chicago
Walter Biddick Co., Pacific Coast

♦

KPQ

WENATCHEE—EST. 1930

MUTUAL—DON LEE BROADCASTING COMPANY

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Wescoast Broadcasting Co. OPERATED BY: Wescoast Broadcasting Co. BUSINESS ADDRESS: KPQ

Bldg. PHONE: 45 and 875. STUDIO ADDRESS: KPQ Bldg. TIME ON THE AIR: 7:00 A.M. to 11:15 P.M. (Daily); 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: World Broadcasting System; C. P. MacGregor; NBC Thesaurus.

PERSONNEL

President ..... Rogan Jones
Commercial Manager ..... John K. Dykeman
Advertising Manager ..... John K. Dykeman
Chief Announcer ..... Pat Hayes
Station Manager ..... Cole E. Wylie
Sales Manager ..... Cole E. Wylie
Publicity Director ..... Fred W. Purdom
Chief Engineer ..... Lon Hunt

POLICIES

Accepts beer and wine accounts.

Gives publicity in all news casts; sales force gives advertisers special cooperation.

♦

KIT

"VOICE OF THE YAKIMA VALLEY"

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1250 Kc. POWER: 500 LS-250 Watts, n. OWNED BY: Carl E. Haymond. OPERATED BY: Carl B. Haymond. BUSINESS ADDRESS: 109½ E. Yakima Ave. PHONE: 8115, 8116, 4513. STUDIO ADDRESS: 109½ E. Yakima Ave. TRANSMITTER LOCATION: Old Town, Wn. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: World Broadcasting System. C. P. MacGregor Program Service.

PERSONNEL

President ..... Carl E. Haymond
Commercial Manager ..... J. A. Murphy
Chief Announcer ..... Bob Dyal
Resident Station Manager ..... J. A. Murphy
Sales Manager ..... J. A. Murphy
Publicity Director ..... P. Wick
Musical Director ..... Harrison Miller
Chief Engineer ..... H. B. Murphy

POLICIES

Accepts beer and wine advertising, also foreign language accounts.

Will set up dealer displays in territory within five mile radius of station and will mail out dealer helps at cost to advertiser.

REPRESENTATIVE

John Blair & Company

WEST VIRGINIA

Population 1,865,000

Number of Families 396,100 — Number of Radio Homes 274,900

Retail Sales $332,190,000 — Auto Registrations 280,015

WHIS

BLUEFIELD

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 watts, n. OWNED BY: Daily Telegraph Printing Co. OPERATED BY: Daily Telegraph Printing Co. BUSINESS ADDRESS: Bodell Bldg. STUDIO ADDRESS: Bodell Bldg. TRANSMITTER LOCATION: Bluefield. TIME ON THE AIR: Week days, 6:15 A.M. to 10:00 P.M. Sundays, 9:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Bluefield Daily Telegraph. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Manager ..... C. H. Murphy, Jr.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising service available.

REPRESENTATIVE

E. Katz Special Advertising Agency

♦

WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: John A. Kennedy. OPERATED BY: M. C. Watters, Station Manager. BUSINESS ADDRESS: Lee St.

PHONE: 2-8131-2-3-4. STUDIO ADDRESS: Lee St. TRANSMITTER LOCATION: 6 miles from Charleston. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Service.

PERSONNEL

President.....John A. Kennedy
Commercial Manager.....E. B. Ferguson
Artists' Bureau Head.....P. Dressler
Chief Announcer.....J. Foster
Station Manager.....D. E. Kendrick
Sales Manager.....E. Ferguson
Publicity Director.....J. P. Grose
Musical Director.....H. McWhorter
Chief Engineer.....Odes Robinson

POLICIES

Accepts liquor advertising. Foreign language programs accepted at certain hours.

Complete merchandising service available at cost.

REPRESENTATIVE

Edward Petry Co.

♦

WBLK

"CLARKSBURG'S OWN RADIO STATION"

CLARKSBURG—EST. 1937

THE WEST VIRGINIA NETWORK

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: The Exponent Company. OPERATED BY: Same. BUSINESS ADDRESS: Clarksburg. PHONE: 3040. STUDIO ADDRESS: Robinson Grand Theater Bldg. TRANSMITTER LOCATION: Glen Elk No. 2. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWSPAPER AFFILIATION: The Clarksburg Exponent. NEWS SERVICE: United Press. TRANSCRIPTON SERVICE: NBC Thesaurus.

PERSONNEL

President.....John A. Kennedy
Commercial Manager.....M. F. Meyer
Chief Announcer.....Joseph Herget
Station Manager.....M. F. ("Monte") Meyer
Sales Manager.....Meyer ("Mike") Layman
Chief Engineer.....Wm. P. Heitzman

POLICIES

No stated special program policies.

♦

WMMN

"MONONGAHELA VALLEY STATION"

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 890 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Monongahela Valley Broadcasting Co. OPERATED BY: Monongahela Valley Broadcasting Co. BUSINESS ADDRESS: 208 Adams St. PHONE: 3100. STUDIO ADDRESS: 208 Adams St. TRANSMITTER LOCATION: Monongah. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcriptions.

PERSONNEL

President.....George B. Storer
Commercial Manager.....R. C. Warden
Artists' Bureau Head.....Murrell Poor
Chief Announcer.....Howard Wolfe
Station Manager.....O. J. Kelchner
Sales Manager.....O. J. Kelchner
Publicity Director.....C. W. Swiger
Musical Director.....Murrell Poor
Chief Engineer.....Clyde Heck

POLICIES

Liquor accounts accepted after 10:30 at night.

Station will cooperate to any reasonable extent with advertisers on merchandising program.

REPRESENTATIVE

John Blair & Company

♦

WSAZ

HUNTINGTON—EST. 1927

FREQUENCY: 1190 Kc. POWER: 1000 Watts. OWNED BY: WSAZ, Inc. OPERATED BY: WSAZ, Inc. BUSINESS ADDRESS: 927½ 4th Ave. PHONE: 4106. STUDIO ADDRESS: 927½ 4th Ave. TRANSMITTER LOCATION: Pleasant Heights. TIME ON THE AIR: 6:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATIONS: Huntington Publishing Co. NEWS SERVICE: Local. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Lang-Worth.

PERSONNEL

President.....W. C. McKellar
Commercial Manager.....J. H. Henry
Advertising Manager.....V. C. Bailey
Chief Announcer.....C. Schroeder
Station Manager.....W. C. McKellar
Sales Manager.....J. H. Henry
Publicity Manager.....V. C. Bailey
Musical Director.....Charles Schroeder
Chief Engineer.....Glenn E. Chase

POLICIES

Beer and wines and foreign language accounts accepted.

Will make coincidental surveys, retail outlet surveys, furnish newspaper, billboard, and direct mail counsel and copy, outlet contacts, newspaper publicity, etc., at expense—on cost basis—of advertiser.

♦

WPAR

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Ohio Valley Broadcasting Corp. OPERATED BY: Ohio Valley Broadcasting

Corp. BUSINESS ADDRESS: 107½ Market St. TRANSMITTER LOCATION: Gihon Road, Parkersburg. TIME ON THE AIR: 6:30 A.M. to 12:30 P.M. Unlimited. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus Library.

PERSONNEL

President.....John A. Kennedy
Chief Announcer.....Paul Schimmel
Station Manager.....L. L. "Jake" Jaquier
Sales Manager.....Abe Rauch
Musical Director.....Sarah Heermans
Chief Engineer.....Marion McDowell

POLICIES

Continuity requirements to be met on liquor and foreign language accounts.

Normal contacts made with dealers and distributors, circulars and letters written and mailed; special display cards furnished and distributed; special directional announcements made.

♦

WWVA

"THE FRIENDLY VOICE FROM OUT OF THE HILLS OF WEST VIRGINIA"

WHEELING—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1160 Kc. POWER: 5000 Watts. OWNED BY: West Virginia Broadcasting Co. OPERATED BY: West Virginia Broadcasting Co. BUSINESS ADDRESS: Hawley Bldg. PHONE: Wheeling 5383. STUDIO ADDRESS: Hawley Bldg. TRANSMITTER LOCATION: Near West Liberty. TIME ON THE AIR: Opening 6:00 A.M.—Closing varies due to time division from 8:00 P.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Greater Wheeling Home Talk. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Fairchild-Morse Recording Equipment.

PERSONNEL

President.....George B. Storer
Commercial Manager.....George W. Smith
Station Manager.....George W. Smith
Sales Manager.....George W. Smith
Publicity Director.....Paul J. Miller
Chief Engineer.....Glenn G. Boundy

POLICIES

Accepts only advertising for beer—up to 6 per cent alcoholic content.

REPRESENTATIVE

John Blair & Company

WISCONSIN

Population 2,926,000

Number of Families 705,825 — Number of Radio Homes 653,650

Retail Sales $871,832,000 — Auto Registrations 835,178

WEAU

EAU CLAIRE

FREQUENCY: 1050 Kc. POWER: 1000 Watts. OWNED BY: Central Broadcasting Co. OPERATED BY: Central Broadcasting Co. BUSINESS ADDRESS: 203 S. Barstow St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eau Claire. TIME ON THE AIR: Shares time with KFBI. NEWSPAPER AFFILIATION: Superior Evening Telegram. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Manager.....John J. Stack

REPRESENTATIVE

Craig & Hollingbery, Inc.

KFIZ

FOND-DU-LAC—EST. 1922

WISCONSIN RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Reporter Printing Co. OPERATED BY: Reporter Printing Co. BUSINESS ADDRESS: 18 W. 1st St. PHONE: 356. STUDIO ADDRESS: 18 W. 1st St. TRANSMITTER LOCATION: 18 W. 1st St. TIME ON THE AIR: 8:00 a.m. to 9:00 p.m. (full time license). NEWSPAPER AFFILIATIONS: Fond-du-Lac Commonwealth Reporter. NEWS SERVICE: United Press.

REPRESENTATIVE

Small & Brewer, Inc.

WHBY

"VOICE OF THE FOX RIVER VALLEY"

GREEN BAY—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WHBY, Inc. OPERATED BY: WHBY, Inc., subsidiary of St. Norbert College. BUSINESS ADDRESS: Bellin Bldg. PHONE: Adams 1, Adams 2. STUDIO ADDRESS: Bellin Bldg. TRANSMITTER LOCATION: W. De Pere. TIME ON THE AIR: Daily 7:00 a.m. to 10:00 p.m., Sunday 9:00 a.m. to 10:00 p.m. MAINTAINS ARTIST BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, C. P. MacGregor.

PERSONNEL

President.....B. H. Pennings
Commercial Manager.....Val Schneider
Artists Bureau Head.....Em Owen
Chief Announcer.....Bert Mulroy
Station Manager.....J. A. Wagner
Sales Manager.....W. C. Wester
Publicity Director.....Alf. W. Michel
Musical Director.....Em Owen
Chief Engineer.....Wallace J. Stangel

POLICIES

No special restrictions as long as ethics of various firms and advertising rules are observed.

Merchandising department which has staged special sales drives in connection with introducing products into the territory by contacting retail outlets. The Radio Beacon, 16-page weekly radio magazine, Alf. W. Michel, editor, is published by WHBY, Inc., and advertisers may use space in this publication to tie up with radio programs. Publication has circulation of 10,000 in the station's listening radius.

REPRESENTATIVE

Small & Brewer, Inc.

♦

WTAQ

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 1000 watts. OWNED BY: WHBY, Inc. OPERATED BY: WHBY, Inc., subsidiary of St. Norbert College. BUSINESS ADDRESS: Bellin Bldg. PHONE: Adams 1, Adams 2. STUDIO ADDRESS: Bellin Bldg. TRANSMITTER LOCATION: W. De Pere. TIME ON THE AIR: Daily 7:00 a.m. to 12:00 midnight; Sundays 10:00 a.m. to 12:00 midnight. MAINTAINS ARTISTS BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor, NBC Thesaurus.

PERSONNEL

President.....B. H. Pennings
Commercial Manager.....Val Schneider
Artists Bureau Head.....Em Owen
Chief Announcer.....Bert Mulroy
Station Manager.....J. A. Wagner
Sales Manager.....W. C. Wester
Publicity Director.....Alf. W. Michel
Musical Director.....Em Owen
Chief Engineer.....Wallace J. Stangel

POLICIES

No restrictions aside from requiring ethics of advertising be observed strictly in handling of any account.

Merchandising department and The Radio Beacon. Former department makes merchandising contacts while Beacon is weekly radio magazine containing weekly logs of stations heard in territory and interesting radio news from the local station and from networks. Circulation 10,000.

REPRESENTATIVE

Small & Brewer

♦

WCLO

JANESVILLE—EST. 1930

WISCONSIN BROADCASTING COMPANY

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Gazette Printing Co. OPERATED BY: Same. BUSINESS ADDRESS: 200 E. Milwaukee St. PHONE: 2505. STUDIO ADDRESS: 200 E. Milwaukee St. TRANSMITTER LOCATION: S. Oakhill Ave. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: The Janesville Daily Gazette. NEWS SERVICE: Transradio Press and 135 local newspaper correspondents. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, and Standard Library.

PERSONNEL

President .....S. H. Bliss
Commercial Manager .....V. A. Weber
Advertising Manager .....V. A. Weber
Artists' Bureau Head .....John Dixon
Chief Announcer .....Chas. Lueth
Station Manager .....John Dixon
Sales Manager .....Thos. G. Murphy
Publicity Director .....Villette DuCray
Musical Director .....Della Deen Orr
Chief Engineer .....Chas. Brannen

POLICIES

No liquor advertising. Foreign language accounts accepted. Patent medicine accounts must first be approved by management.

Merchandising: All commercial programs exploited through the news columns of the Janesville Daily Gazette, with 15,000 circulation, 35-mile radius. Art Department will plan and produce point of sale display tie-up and merchandising department works with field representatives. Weekly bulletins to entire drug and grocery mailing list publicizes new

programs. Several currently running test campaigns produced and exploited through close cooperation with agencies.

REPRESENTATIVE

Small & Brewer

♦

WKBH

"CONNECTING LINK BETWEEN CHICAGO AND MINNEAPOLIS"

LA CROSSE

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts. OWNED BY: WKBH, Inc. OPERATED BY: WKBH, Inc. BUSINESS ADDRESS: Radio Building, 409 Main St. PHONE: 450. STUDIO ADDRESS: Radio Building, 409 Main St. TRANSMITTER LOCATION: R.F.D., La Crosse. TIME ON THE AIR: 6:00 a.m. to 11:00 p.m. NEWS SERVICES: Transradio Press, Our own reporter to cover local news. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Otto M. Schlabach
Commercial Manager.....Chas. F. Callaway
Advertising Manager.....Chas. F. Callaway
Program Director.....Bernice Callaway
Station Manager.....Otto M. Schlabach
Sales Manager.....Chas. F. Callaway
Publicity Director.....Chas. F. Callaway
Musical Director.....Johan Fossum
Chief Engineer.....Al Leeman

POLICIES

No liquor advertising accepted. Beer and foreign language programs accepted if programs are up to standard compared with other programs broadcast over WKBH.

Advance spot announcements. Personal calls on dealers in La Crosse and Winona. Letters to outside dealers. Advance publicity in city and country papers. Full cooperation with client to bring desired results.

REPRESENTATIVE

Small & Brewer Inc.

♦

WHA

MADISON—EST. 1937

FREQUENCY: 940 Kc. POWER: 5000 Watts. OWNED BY: University of Wisconsin. OPERATED BY: University of Wisconsin. BUSINESS ADDRESS: Madison. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to local sunset.

PERSONNEL

Director.....H. B. McCarty

POLICIES

Station does not sell time.

♦

WIBA

MADISON—EST. 1924

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Badger Broadcasting Co. OPERATED BY: Badger Broadcasting Co. BUSINESS ADDRESS: 111 King St. PHONE: Fairchild 8800. STUDIO ADDRESS: 111 King St. TRANSMITTER LOCATION: Rt. 5. Madison. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: The Capital Times, Wisconsin State Journal, Daily Cardinal. NEWS SERVICE: United Press, and own local news bureau. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus.

PERSONNEL

President.....William T. Erjue
Commercial Manager.....W. E. Walker
Advertising Manager.....W. E. Walker
Program Manager.....K. F. Schmitt
Publicity Director.....K. F. Schmitt
Musical Director.....Dr. Sigfrid Prager
Chief Engineer.....M. F. Chapin

POLICIES

No liquor advertising accepted.

Merchandising occasionally and to a limited extent.

REPRESENTATIVE

Small & Brewer (Chicago)

♦

WOMT

MANITOWOC—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Francis M. Kadow. OPERATED BY: Same. BUSINESS ADDRESS: Radio Bldg. PHONE: 167-400W. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 11110 Washington St. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

General Manager.....R. Shireman
Chief Announcer.....W. Sears
Station Manager.....F. M. Kadow
Sales Manager.....E. Cobb
Chief Engineer.....W. Dubin

POLICIES

No restrictions on liquor and beer advertisements. No foreign language accounts accepted.

Merchandising through window card supplied by station and placed on long term accounts. Also movie trailers for outstanding program accounts.

♦

WEMP

"THE FRIENDLY STATION"

MILWAUKEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY Milwaukee Broadcasting Co. OPERATED BY: Milwaukee Broadcasting Co. BUSINESS ADDRESS: 710 N. Plankinte. PHONE: Marquette 7722. STUDIO ADDRESS: 711 Empire Bldg. TRANSMITTER LOCATION:

710 Empire Bldg. TIME ON THE AIR: Sunup to local Sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Transcription Service.

PERSONNEL

President.....H. L. Mount
Commercial Manager.....Gene T. Dyer
Advertising Manager.....Glenn Roberts
Chief Announcer.....Chas. La Force
Station Manager.....C. J. Lanphier
Sales Manager.....Roy O. Pearson
Publicity Director.....Chas. A. La Force
Musical Director.....Florence Bettry-Kelly
Chief Engineer.....Raymond Host

POLICIES

Accept liquor and foreign language programs, subject to station supervision.

REPRESENTATIVE

Weston, Frykman and Allen

♦

WISN

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1120 Kc. POWER: 1000 watts. OWNED BY: Hearst Radio, Inc. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: 123 W. Michigan. PHONE: Daly 3900. STUDIO ADDRESS: 123 W. Michigan. TRANSMITTER LOCATION: 231 W. Michigan. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Milwaukee News, Milwaukee Sentinel, Sunday News-Sentinel. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Library.

PERSONNEL

Station Manager.....G. W. Grignon
Sales Manager.....R. N. Weil
Publicity Director.....E. Williams
Musical Director.....E. Krebs
Chief Engineer.....D. A. Weller

POLICIES

Liquor accounts after 10 p.m. with live talent only.

Promote new programs over air.

REPRESENTATIVE

Hearst Radio Inc.

♦

WTMJ

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Milwaukee Journal. OPERATED BY: The Milwaukee Journal. BUSINESS ADDRESS: Milwaukee. PHONE: Marquette 6000. STUDIO ADDRESS: 333 W. State St. TRANSMITTER LOCATION: 12 miles west of Milwaukee on Blue Mound Road. TIME ON THE AIR: 6:30 a.m. to 12:30 a.m. MAINTAINS ARTISTS BUREAU. NEWSPAPER AFFILIATIONS: The Milwaukee Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library, Thesaurus Library, Standard Library, Standard Popular Supplement Library.

PERSONNEL

Station Manager.....D. B. Abert
Asst. Manager.....R. G. Winnie
Commercial Manager.....Wm. F. Dittman
Artists Bureau Head.....L. W. Herzog
Chief Announcer.....Robt. Heiss
Continuity Director.....Russ W. Tolg
Publicity Director.....Harry Elored
Musical Director.....Wm. J. Benning
Chief Engineer.....D. W. Gellerup

POLICIES

No liquor advertising. Foreign language accounts not encouraged.

Furnishes special merchandising on cost basis.

REPRESENTATIVE

Edward Petry & Company

♦

WIBU

"THE FRIENDLY FARMER STATION"

POYNETTE—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Wm. C. Forrest. OPERATED BY: Same. BUSINESS ADDRESS: Poynette. PHONE: 97R5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Baraboo News Republic. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, Radio Transcription Company.

PERSONNEL

Station Manager .....Wm. C. Forrest
Chief Announcer .....Donald Zook
Chief Engineer .....Leonard Doese

POLICIES

Policy governed by station belief in maintaining programs in public interest.

Merchandising: Station has studios in five communities: namely, Poynette, Portage, Baraboo, Madison and Beaver Dam. This close contact with the social and distribution areas surrounding these communities makes possible merchandising effectiveness in a large general area which extends generally to WIBU full coverage.

♦

WRJN

RACINE—EST. 1926

FREQUENCY: 1370 Kc. POWER: 250 Watts.

OWNED BY: Racine Broadcasting Corp. OPERATED BY: WRJN Staff Assoc. BUSINESS ADDRESS: American Bank Bldg. PHONE: Jackson 290. STUDIO ADDRESS: Same.

TRANSMITTER LOCATION: Mt. Pleasant. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Racine Journal-Times. NEWS SERVICE: Transradio Press, AP and UP. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President.....F. R. Starbuck
Commercial Manager.....H. S. Mann
Advertising Manager.....H. J. Newcomb
Artists Bureau Head.....R. W. Conrad
Chief Announcer.....R. W. Conrad
Station Manager.....H. S. Mann
Sales Manager.....H. J. Newcomb
Publicity Director.....Kent Owens
Musical Director.....R. W. Conrad
Chief Engineer.....F. Lee Dechant

POLICIES

Internal medicine accounts accepted only on approval of station management.

REPRESENTATIVES

Small & Brewer, Chicago
Spot Broadcasting, New York

♦

WHBL

SHEBOYGAN—EST. 1927

FREQUENCY: 1300 Kc. POWER: 250 watts. OWNED BY: Press Publishing Co. OPERATED BY: Press Publishing Co. BUSINESS ADDRESS: Sheboygan. PHONE: 1900. STUDIO ADDRESS: 636 Center Ave. TRANSMITTER LOCATION: R R 3 Sheboygan, Wis. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. NEWSPAPER AFFILIATIONS: Sheboygan Press. NEWS SERVICE: United Press Radio Wire. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: World Broadcasting Co., Standard Transcription Service, NBC Thesaurus.

PERSONNEL

President.....C. E. Broughton
Commercial Manager.....H. P. Furstenau
Chief Announcer.....Glen James
Bus. Mgr.....H. H. Born
Publicity Director.....E. Zufelt
Musical Director.....M. J. Pape
Chief Engineer.....Herbert Mayer

POLICIES

Merchandise manager calls on the trade in trading area.

♦

WLBL

"WISCONSIN LAND OF BEAUTIFUL LAKES"

STEVENS POINT—EST. 1924

FREQUENCY: 900 Kc. POWER: 5000 watts. OWNED BY: State of Wisconsin-Department of Agriculture and Markets. OPERATED BY: Department of Agriculture and Markets. BUSINESS ADDRESS: 444 Main St. PHONE: 525. STUDIO ADDRESS: 444 Main St. TRANSMITTER LOCATION: Auburndale. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATIONS: Central Wisconsin Herald. NEWS SERVICE: United Press.

PERSONNEL

Chief Announcer.....W. P. Wichmann
Station Manager.....F. R. Calvert
Chief Engineer.....H. O. Brickson

POLICIES

Non-commercial.

REPRESENTATIVE

F. R. Calvert

♦

WDSM*

SUPERIOR—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Fred A. Baxter. OPERATED BY: Fred A. Baxter. BUSINESS ADDRESS: Superior. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

*Operating under C.P. issued by FCC at time of going to press.

♦

WSAU

WAUSAU—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Inc. OPERATED BY: Northern Broadcasting Co., Inc. BUSINESS ADDRESS: 113-115 Third St. PHONE: 6521. STUDIO ADDRESS: 113-115 Third St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 10:15 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....W. E. Walker
Commercial Manager.....Wayne W. Cribb
Advertising Manager.....Wayne W. Cribb
Program Director.....Donald R. Burt
Station Manager.....Wayne W. Cribb
Sales Manager.....Wayne W. Cribb
Publicity Director.....Denmann Arnold
Musical Director.....Ethel Huebner
Chief Engineer.....Roland Richardt

POLICIES

All copy must bear written acceptance of station management.

Merchandising: Maintains merchandising service along newspaper lines.

REPRESENTATIVE

Small & Brewer, Inc.

WYOMING

Population 235,000

Number of Families 58,840 — Number of Radio Homes 51,500

Retail Sales $82,681,000 — Auto Registrations 76,603

KDFN

CASPER—EST. 1930

FREQUENCY: 1440 Kc. POWER: 500 watts. OWNED BY: D. L. Hathaway. OPERATED BY: D. L. Hathaway. BUSINESS ADDRESS: Box 930. PHONE: 407. STUDIO ADDRESS: 1st and Lennox Sts. TIME ON THE AIR: 7:30 a.m. to 9:00 p.m. NEWS SERVICE: Radio News and Transradio Press. TRANSCRIPTION SERVICE: Langlois Wentworth Feature Programs, Standard Radio Library and Popular Supplement.

PERSONNEL

Commercial Manager.....F. R. Hufsmith
Chief Announcer.....M. Nichols
Station Manager.....D. L. Hathaway
Sales Manager.....D. L. Hathaway
Publicity Director.....F. R. Hufsmith
Chief Engineer.....F. Wickencamp

POLICIES

Liquor advertising accepted with reservations on program, and program times.

REPRESENTATIVES

Sears and Ayer, Craig and Hollingbery Inc.
James F. Fay, Walter Biddick Co.

♦

KWYO

"VOICE OF WYOMING"

SHERIDAN—EST. 1934

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Bighorn Broadcasting Co. OPERATED BY: Bighorn Broadcasting Co. BUSINESS ADDRESS: Sheridan. PHONE: 601-2. STUDIO ADDRESS: 340 W. Main St. TIME ON THE AIR: 7:00 a.m. to 10:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor, Standard Radio.

PERSONNEL

President.....R. E. Carroll
Chief Announcer.....H. W. Siebert
Station Manager.....B. H. Middleton
Chief Engineer.....Eli Daniels

POLICIES

Liquor accounts not accepted.

REPRESENTATIVE

B. H. Middleton

♦

KVRS*

ROCK SPRINGS—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Wyoming Broadcasting Co. OPERATED BY: Wyoming Broadcasting Co. BUSINESS ADDRESS: Rock Springs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

*Operating under C.P. issued by FCC, at time of going to press.

TERRITORIES AND POSSESSIONS

Alaska

KFQD

"VOICE OF THE GOLDEN NORTH"

ANCHORAGE—EST. 1924

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Anchorage Radio Club, Inc. OPERATED BY: R. E. McDonald. BUSINESS ADDRESS: Anchorage. PHONE: Black 143. STUDIO ADDRESS: Anchorage. TRANSMITTER LOCATION: 411 Fourth Ave. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Own correspondents in numerous parts of Alaska. TRANSCRIPTION SERVICE: C. P. MacGregor.

PERSONNEL

President .....R. E. McDonald
Commercial Manager .....R. E. McDonald
Advertising Manager .....R. E. McDonald
Chief Announcer.....Ken Laughlin
Station Manager .....R. E. McDonald
Musical Director.....Ken Laughlin
Chief Engineer.....Wm. J. Wagner

POLICIES

No foreign language accounts. Liquor accounts accepted only on approval.

Merchandising through window displays. Handles sponsor's station mail.

REPRESENTATIVE

Walter Biddick Co.

♦

KINY

JUNEAU—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Edwin A. Kraft. OPERATED BY: Same. BUSINESS ADDRESS: Goldstein Bldg. PHONE: 197. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:30 P.M. NEWS SERVICE: Local News. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Titan and Lang-Worth.

PERSONNEL

Owner .....Edwin A. Kraft
Commercial Manager .....R. E. Barringer
Chief Announcer .....Wilson Foster
Station Manager .....C. B. Arnold
Chief Engineer .....C. F. Heister

POLICIES

No liquor accounts accepted.

REPRESENTATIVES

Northwest Radio Adv. Co., Inc., Seattle
Panamerican Broadcasting Co., New York

♦

KGBU

KETCHIKAN—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts. OWNED BY: Alaska Radio and Service Co. OPERATED BY: Alaska Radio and Service Co. BUSINESS ADDRESS: KGBU Bldg. STUDIO ADDRESS: KGBU Bldg. TRANSMITTER LOCATION: Ketchikan. TIME ON THE AIR: Unlimited (actual, Part Time).

PERSONNEL

President-General Mgr.....James A. Britton
Vice-President .....R. W. Britton

POLICIES

Advertising of hard liquors acceptable. The station reserves the right to reject any program material not consistent with the policy of the station or government regulations.

Hawaii

KHBC

HILO—EST. 1936

HAWAIIAN BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Honolulu Broadcasting Co. OPERATED BY: Honolulu Broadcasting Co. BUSINESS ADDRESS: Hilo. STUDIO ADDRESS: Mainland Office, Hotel Californian, San Francisco. TIME ON THE AIR: 6:30 a.m. to 11:00 p.m. NEWSPAPER AFFILIATION: Tribune Herald of Hilo. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associate Music Publishers, C. P. MacGregor, Standard Radio, Titan Productions.

PERSONNEL

President & Gen. Mgr.....Fred. J. Hart
Manager of Mainland Office.....L. D. West
Chief Announcer.....Bob Glenn
Station Manager.....Jack Williams

POLICIES

No hard liquor accounts accepted.

Specialize in Japanese and Filipino programs.

Station maintains a well developed merchandising policy.

♦

KGMB

HONOLULU—EST. 1929

CBS—MUTUAL—HAWAIIAN BROADCASTING SYSTEM (Regional)

FREQUENCY: 1320 Kc. POWER: 1000 watts. OWNED BY: Honolulu Broadcasting Co. OPERATED BY: Honolulu Broadcasting Co. BUSINESS ADDRESS: Mainland Office, Hotel Californian, San Francisco. TIME ON THE AIR: 6:00 a.m. to 12:00 p.m. NEWSPAPER AFFILIATION: Honolulu Star-Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated Music Publishers, C. P. MacGregor, Inc., Standard Radio, Titan Production.

PERSONNEL

President & Gen. Mgr.....Fred J. Hart
Business Manager.....J. Howard Worrall
Advertising Manager.....Henry Putnam
Chief Announcer.....Leo Rumsey
Mainland Office Manager.....L. D. West
Asst. Gen. Mgr...Webley Edwards, Honolulu
Publicity Director.....Henry Putnam
Chief Engineer.....Gene Goldrup

POLICIES

No hard liquor advertising accepted.

Specializes in Japanese participating programs. Also Filipino.

A special merchandising man devotes his entire time in assisting to merchandise national accounts that are on station.

REPRESENTATIVES

Conquest Alliance Co., Inc.
New York City
Conquest Alliance Co., Inc.
Chicago
Honolulu Broadcasting Co.
Hotel Californian, San Francisco

KGU

"THE VOICE OF HAWAII"

HONOLULU—EST. 1922

NBC

FREQUENCY: 750 Kc. POWER: 2500 Watts. OWNED BY: Marion A. Mulrony and Advertiser Publishing Co., Ltd. OPERATED BY: Advertiser Publishing Co., Ltd. STUDIO ADDRESS: 3rd Floor, Advertiser Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Honolulu Advertiser. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

General Manager.....M. A. Mulrony
Program Manager .....Donald O. Crozier
Director of Natl. Advertising...R. S. Thurston
Assistant Manager.....Homer N. Tyson

REPRESENTATIVES

E. Katz Special Advertising Agency
Walter Biddick Co. (Coast)

Puerto Rico

WPRA

"VOICE OF THE WEST"

MAYAGUEZ—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100-250 Watts. OWNED BY: Puerto Rico Adv. Co. OPERATED BY: Same. BUSINESS ADDRESS: Del Rio No. 26. PHONE: 269-271. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 mile from city. TIME ON THE AIR: 7:00 to 9:00 A.M.—11:00 A.M. to 2:00 P.M.—6:00 to 10:00 P.M. NEWS SERVICE: Transradio Press.

PERSONNEL

President .....Andres Camara
Commercial Manager .....Andres Camara
Advertising Manager ...Patricio R. Fermaintt
Chief Announcer .....Mario Acosta
Station Manager .....Patricio R. Fermaintt
Publicity Director .....Celso Torres
Musical Director .....Celso Torres
Chief Engineer .....Ralph P. Perry

POLICIES

No other requirements than those of the Federal Communications Commission.

♦

WPRP

"THE VOICE OF PUERTO RICO"

PONCE—EST. 1935

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Julio M. Conesa. OPERATED BY: Same. BUSINESS ADDRESS: 2 Cristina St. STUDIO ADDRESS: Same. TIME ON THE AIR: 7:30 A.M. to 11:00 P.M. MAINTAINS ARTISTS BUREAU.

PERSONNEL

President .....Julio M. Conesa
Artists Bureau Head .....Ruth Natal
Station Manager .....Julio M. Conesa
Business Manager .....A. Mirable
Publicity Director .....Luis Fortuno Janeiro
Chief Engineer .....Guillermo L. Santiago

POLICIES

Programs are all broadcast in Spanish, unless specially contracted for.

Newspaper publicity and sample distribution as merchandising aids.

REPRESENTATIVE

Broadcasting Abroad, Ltd.

♦

WKAQ

SAN JUAN—EST. 1922

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Radio Corporation of Porto Rico. OPERATED BY: Radio Corporation of Porto Rico. BUSINESS ADDRESS: Telephone Bldg. NEW YORK OFFICE: 67 Broad St., New York City. STUDIO ADDRESS: Telephone Bldg. TRANSMITTER LOCATION: Hato Rey, P. R. TIME ON THE AIR: Unlimited.

PERSONNEL

President .....J. W. G. Ogilvie

♦

WNEI

"THE LINK OF THE AMERICAS"

SAN JUAN—EST. 1934

FREQUENCY: 1290 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Juan Piza. OPERATED BY: Same. BUSINESS ADDRESS: Box 1252, San Juan. PHONE: 107-8. STUDIO ADDRESS: 59 Brau St. TRANSMITTER LOCATION: 99 Sol St. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWS SERVICES: Transradio News, Radio News Assoc. TRANSCRIPTION SERVICES: Atlas Radio Corp., Lang-Worth.

PERSONNEL

President .....Juan Piza
Commercial Manager .....Gustavo Diaz
Advertising Manager .....Gustavo Diaz
Artists Bureau Head .....George H. Clare
Chief Announcer .....Ruben Rodriguez
Station Manager .....Juan Piza
Sales Manager .....Modesto Navarro
Publicity Director .....George H. Clare
Musical Director .....Juan Piza
Chief Engineer .....William Greer

POLICIES

Adheres to the restrictions of the Federal Communications Commission. Also, no two programs advertising the same class of product shall follow each other.

REPRESENTATIVE

Broadcasting Abroad, Ltd.

F.C.C. Regulations Regarding Broadcasting Applications

Each application shall be specific with regard to frequency or frequencies, power, hours of operation, and all other terms of the instrument of authorization requested. An application for broadcast facilities in the band 550 kc to 1600 kc shall be limited to one specific frequency. An application for a radio station construction permit or license requesting alternative facilities will not be accepted.

Upon proper request by the licensee of a broadcast station, or by the licensee of, or applicant for, a service other than broadcasting, the Commission may grant special temporary authority for the operation of a station for a limited time, or in a manner and to an extent, or for a service other or beyond that authorized in its existing license; *Provided, however,* That if request is for a broadcast station to utilize additional hours of operation, approval may not be granted if another broadcast station is licensed to operate in the same locality during the hours requested.

In any event, no such request will be considered unless:

(a) It is received in the Commission at least ten days previous to the date of proposed operation.

(b) If request is for operation upon a clear channel, it shall be supported by the consent of the dominant clear channel station.

(c) Request for any frequency shall be supported by the consent of each station licensed for operation upon the frequency, where consenting station is located at a distance less than that given in the latest published table of recommended separations.

(d) Request made by a sharing time station shall be supported by the consent of the station with which the licensee requesting the same shares time.

Consent shall be forwarded direct to the Commission by the consenting station and shall show whether the same is for simultaneous operation or whether consenting station is giving up the time sought by applicant.

Any or all of the foregoing requirements of paragraphs (a), (b), (c) and (d), may be waived by the Commission in cases of emergency, the nature of which shall be fully explained by the licensee in the request for authorization.

Where an emergency exists affecting safety to life or property, the Commission may, in its discretion, waive any part or all of its regulations governing the filing of applications.

The licensee of any radio transmitting station may, during a period of emergency in which the normal communication facilities are disrupted as a result of hurricane, flood, earthquake, or similar disaster, utilize such station for emergency communication service in communicating with points other than those specified in the station license, provided (1) that at the beginning of such emergency use immediate notice be sent to the Commission and the inspector in charge of the district in which the station is located stating the nature of the emergency and the use to which the station is being put, and (2) that the emergency use of the station shall be discontinued as soon as substantially normal communication facilities are again available and the Commission and the inspector in charge be notified immediately when such special use of the station is terminated. The Commission may at any time order the discontinuance of such service.

Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, executive order, treaty to which the United States is a party or the rules and regulations of the Federal Communications Commission, which are binding upon licensee or the terms and conditions of a license, shall, within 3 days from such receipt, send a written reply direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice, when the originating office is other than the office of the Commission in Washington, D. C. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of the transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery.

If the installation of such apparatus

requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference.

If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

a. Broadcast station licenses will be issued for a normal license period of 6 months.

BROADCAST SERVICE

The band of frequencies extending from 550 to 1,500 kilocycles, both inclusive, is allocated for use by broadcast stations. This band of frequencies is referred to herein as the "broadcast band."

CLASSES OF BROADCAST STATIONS

For the purposes of allocation of frequencies, power, and time of operation, broadcast stations are classified as follows:

A. FREQUENCY AND POWER DESIGNATIONS

a. Clear channel.
b. High power regional.
c. Regional.
d. Local.

B. TIME DESIGNATION

a. Unlimited time.
b. Limited time.
c. Daytime.
d. Sharing time.
e. Part time.
f. Specified hours.

SPECIAL BROADCAST STATIONS

(a) The following frequencies are allocated for assignment to special broadcast stations on an experimental basis: 1530, 1550 and 1570 kilocycles. Two or more stations may be licensed for simultaneous operation on each frequency.

(b) Licenses for special broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development and practical application of high fidelity broadcasting, and will be in addition to and advancement of the work done by regular broadcast stations.

2. That the program of research and experimentation includes a thorcugh study of advanced antenna design, field intensity surveys and plans for a comprehensive analysis of the response of listeners.

3. That the transmitter and all studios will be equipped so as to be capable of high fidelity transmission.

4. That the operation and experimentation will be under the direct supervision of a qualified engineer with an adequate staff of engineers qualified to carry on the program of research and experimentation.

5. That the programs transmitted, either sponsored or sustaining, will not interfere with the proper prosecution of the program of research and experimentation.

6. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program of research and experimentation.

7. That the program of research and experimentation will be reasonably independent of the income derived from sponsored programs.

8. That the public interest, convenience and necessity will be served through the operation of the proposed station.

(c) The Commission may require from time to time a licensee of a special broadcast station to conduct experiments that are deemed desirable and reasonable for the development of the service.

(d) The program of research and experimentation as offered in compliance with the requirements of obtaining a license for a special broadcast station, shall be adhered to in the main unless the licensee is authorized to do otherwise by the Commission.

(e) The authorized power of a special broadcast station will not exceed 1 kilowatt. However, the licensee may operate at less than the authorized power where such operation facilitates experimentation.

(f) The licensee of a special broadcast station is not required to adhere to a regular schedule, but shall actively conduct a program of research and experimentation or transmission of programs.

(g) A supplemental report shall be filed with and made a part of each application for a renewal of license of a special broadcast station and shall include statements of the following in the order designated:

1. Comprehensive summary of all research and experimentation conducted.

2. Conclusions and outline of proposed program for further research and development.

3. Number of hours operated, including percentage of sponsored programs.

RADIO STATIONS OWNED WHOLLY OR PARTIALLY BY NEWSPAPER INTERESTS

ALABAMA

The Birmingham Age-Herald.....WSGN
The Birmingham News
Licensee—The Birmingham News Co., Birmingham.

ARIZONA

Prairie Farmer Publishing Co.....KOY
Licensee—Salt River Valley Broadcasting Co., Phoenix.
Arizona Publishing Co.....KTAR
Licensee—KTAR Broadcasting Co., Phoenix.

ARKANSAS

Arkansas Gazette Publishing Co.....KGHI
Licensee—Arkansas Gazette Publishing Co., Little Rock.
Gazette Publishing Co.—.....KLRA
Licensee—Gazette Publishing Co.—16.1% (Arkansas Gazette), Little Rock.
Texarkana Newspapers, Inc. .....KCMC
Licensee—KCMC, Inc., Texarkana.

CALIFORNIA

McClatchy Newspapers .....KERN
Licensee — McClatchy Broadcasting Co., Bakersfield, Cal.
McClatchy Newspapers .....KMJ
Licensee — McClatchy Broadcasting Co., Fresno, Cal.
Hearst Consolidated Publications....KEHE
Licensee—Hearst Radio, Inc., Los Angeles, Cal.
Merced Sun Star.....KYOS
Licensee—Merced Star Publishing Co., Merced, Cal.
Monterey Peninsula Herald.....KDON
Licensee—Monterey Peninsula Broadcasting Co., Monterey. Cal.
The Oakland Tribune .....KLX
Licensee — Tribune Building Co. Oakland, Cal.
The Sacramento Bee.....KFBK
The Fresno Bee
Modesto Bee
(*All are McClatchy newspapers.*)
Licensee — McClatchy Broadcasting Co., Sacramento, Cal.
American Newspapers, Inc.....KYA
Licensee—Hearst Radio, Inc., San Francisco, Cal.
Santa Barbara News.....KTMS
Santa Barbara Press
Licensee—The News-Press Publishing Co., Santa Barbara, Cal.
Santa Rosa Press-Democrat.....KSRO
Licensee—The Press-Democrat Publishing Co., Santa Rosa, Cal.
McClatchy Newspapers .....KWG
Licensee — McClatchy Broadcasting Co., Stockton, Cal.
Stockholders are Newspaper Publishers KTKC
Licensee — Tulare-Kings Counties Radio Associates, Charles A. Whitmore, Pres., Visalia, Cal.
Register-Pajaronian .....KHUB
Licensee—F. W. Atkinson, Watsonville, Cal.

COLORADO

Stockholders interested in Oklahoma Publishing Co.; The Gazette & Telegraph; (Daily Oklahoman, Oklahoma City Times and Farmer - Stockman). Oklahoma Publishing Co., 33% stockholder. KVOR
Licensee—Outwest Broadcasting Co., Colorado Springs, Colo.
The Daily Oklahoman.....KLZ
The Oklahoma City Times
The Farmer-Stockman
Licensee — KLZ Broadcasting Co., Denver, Colo.

CONNECTICUT

Hartford Times .....WTHT
(Gannett Co., Inc.)
Licensee—The Hartford Times, Inc., Hartford, Conn.
American-Republican, Inc.. .....WBRY
Waterbury, Conn.

DELAWARE

Stockholders interested in newspaper publications. WDEL
Licensee—WDEL, Inc., Wilmington, Del.
Stockholders interested in newspaper publications. WILM
Licensee — Delaware Broadcasting Co., Wilmington, Del.

FLORIDA

The Miami Daily News.....WIOD-WMBF
(The Metropolis Publishing Co.)
Licensee—Isle of Dreams Broadcasting Corp., Miami, Fla.
Owner holders 33 1/3% of Society Pictorial WKAT
Licensee—Miami Beach, Fla.
News-Journal Company .....WCOA
Licensee — Pensacola Broadcasting Co., Pensacola, Fla.
Highlands Co. Pilot.....WTAL
Scenic Highlands Sun
(Avon Park, Fla.)
Lake Placid News
(Lake Placid, Fla.)
Licensee — Florida Capital Broadcasters, Inc., Tallahassee, Fla.

Tampa Times .....WDAE
Licensee—Tampa Times Company, Tampa, Fla.

GEORGIA

The Atlanta Journal.....WSB
Licensee—The Atlanta Journal Co., Atlanta, Ga.

HAWAII

Officers: Pres., gen'l mgr. and editor of Honolulu Star-Bulletin. KGMB
Licensee — Honolulu Broadcasting Co., Honolulu, T. H.
Advertiser Publishing Co., Ltd.....KGU
Honolulu, T. H.
Licensee — Marion A. Mulrony & Advertiser Publishing Co., Ltd., Honolulu, T. H.
Officers: Pres. and general mgr. of Honolulu Star-Bulletin; Hilo Tribune-Herald. KHBC
Licensee — Honolulu Broadcasting Co., Hilo, T. H.

ILLINOIS

News-Gazette .....WDWS
Licensee—Champaign News-Gazette, Inc., Champaign, Ill.
Corn Belt Publishers, Inc.....WAAF
(Daily Newspaper)
Licensee—Drovers Journal Publishing Co., Chicago, Ill.
Chicago Tribune News Syndicate, Inc., publisher of the N. Y. News. Directors interested in the Washington Herald; Rockford Morning Star and Register Republic. WGN
Licensee—WGN, Inc., Chicago, Ill.
Prairie Farmer, Stand-By.....WLS
Licensee — Agricultural Broadcasting Co., Chicago, Ill.
Decatur Newspapers Inc.—49%.....WJBL
Licensee—Commodore Broadcasting, Inc., Decatur, Ill.
Rockford Consolidated Newspapers, Inc. WROK
Licensee — Rockford Broadcasters, Inc., Rockford, Ill.
Rock Island Argus.....WHBF
Licensee—Rock Island Broadcasting Co., Rock Island, Ill.

INDIANA

Elkhart Daily Truth.....WTRC
Licensee — The Truth Publishing Co., Inc., Elkhart, Ind.
Lake County Times.....WHIP
Licensee — Hammond - Calumet Broadcasting Corp., Hammond, Ind.
Central Newspapers, Inc.....WIRE
(100%)
Licensee — Indianapolis Broadcasting, Inc., Indianapolis, Ind.
South Bend Tribune.....WFAM
Licensee—The South Bend Tribune, South Bend, Ind.
The South Bend Tribune.....WSBT
Licensee—The South Bend Tribune, South Bend, Ind.

IOWA

Register & Tribune Co.....WMT
Des Moines, Iowa.
Licensee — Iowa Broadcasting Co., Cedar Rapids, Iowa.
Register & Tribune Co.....KRNT
Des Moines, Iowa.
Licensee — Iowa Broadcasting Co., Des Moines, Iowa.
Register & Tribune Co.....KSO
Des Moines, Iowa.
Licensee — Iowa Broadcasting Co., Des Moines, Iowa.
Director interested in The Davenport Democrat and Leader, Davenport, Iowa. WHO
Licensee—Central Broadcasting Co., Des Moines, Iowa.
Dubuque Telegraph-Herald.....KDTH
Licensee—Telegraph - Herald Co., Dubuque, Iowa.
Globe-Gazette .....KGLO
Licensee — Mason City Globe Gazette Co., Mason City, Iowa.
The Sioux City Journal.....KSCJ
Sioux City, Iowa.
Licensee—Perkins Bros. Co., Sioux City, Iowa (The Sioux City Journal).
Principal Stockholder: Tribune Co., publisher of Sioux City Tribune (50%). KTRI
Licensee—Sioux City Broadcasting Co., Sioux City, Iowa.

KANSAS

The Coffeyville Daily Journal.....KGGF
Coffeyville, Kans.
Licensee—Hugh J. Powell & Stanley Platz, d/b as Powell & Platz, Coffeyville, Kans.
Dodge City Daily Globe.....KGNO
Dodge City, Kans.
Licensee—The Dodge City Broadcasting Co., Inc., Dodge City, Kans.
Capper Publications .....KCKN
(U. S. Senator Capper.)
Licensee—WLBF Broadcasting Co. Kansas City, Kans.
Hays Daily News.....KSAL
Goodland Daily News
Hill City Times
Licensee—R. J. Laubengayer, Salina, Kans.
The Topeka Daily Capital.....WIBW
Kansas City, Kans.
(U. S. Senator Capper publications)
Licensee—Topeka Broadcasting Association, Inc., Topeka, Kans.
The Wichita Eagle.....KFH
Licensee—Radio Station KFH Co., Wichita, Kans.

KENTUCKY

Ashland Daily Independent.....WCMI
Licensee—The Ashland Broadcasting Co., Ashland, Ky.
Lexington Herald Co., Inc.....WLAP
Licensee — American Broadcasting Corp. of Ky., Lexington, Ky.
Louisville Times .....WHAS
Louisville Courier-Journal
Licensee—The Courier Journal Co. and the Louisville Times Co., Louisville, Ky.
Owensboro Publishing Co. .....WOMI
Licensee—Owensboro Broadcasting Co., Owensboro, Ky.

LOUISIANA

Capital City Press.....WJBO
Licensee—Baton Rouge Broadcasting Co., Inc., Baton Rouge, La.
Lafayette Advertiser Gazette, Inc.....KVOL
Lafayette, La.
Licensee — Evangeline Broadcasting Co., Inc., Lafayette, La.
Stockholders interested in KRV, KPLC KVOL.
Licensee — Calcasieu Broadcasting Co., Lake Charles, La.
Times Publishing Co., Ltd.....KTBS
The Shreveport Times
Licensee — Tri-State Broadcasting System, Inc., Shreveport, La.
Times Publishing Co., Ltd.....KWKH
Licensee — International Broadcasting Corp., Shreveport, La.

MAINE

Stockholders are interested in newspaper publishing. WGAN
Licensee — Portland Broadcasting System, Portland, Me.

MARYLAND

Hearst Radio, Inc.....WBAL
American Newspapers, Inc.
Licensee—The WBAL Broadcasting Co., Baltimore, Md.

MASSACHUSETTS

Stockholders interested in newspapers. WLAW
Licensee—Hildreth & Rogers Co., Lawrence, Mass.
The Evening Standard Times.....WNBH
The Sunday Standard-Times
The Morning Mercury
(New Bedford, Mass.)
Licensee—E. Anthony & Sons, Inc., New Bedford, Mass.
Worcester Telegram .....WTAG
Licensee—Worcester Telegram Publishing Co., Inc., Worcester, Mass.

MICHIGAN

Enquirer and News.....WELL
(Federated Publications, Inc.)
Licensee—Enquirer-News Co., Battle Creek, Mich.
The Detroit News.....WWJ
Licensee—The Evening News Association, Detroit, Mich.
The Daily Mining Journal.....WBEO
Marquette, Mich.
The Rhinelander News
Rhinelander, Wisc.
The Iron Mountain News
Iron Mountain, Mich.
Licensee—The Lake Superior Broadcasting Co., Marquette, Mich.

MINNESOTA

Stockholder: (See WDAY).....KDAL
Forum Publ. Co.
Licensee—Red River Broadcasting Co., Duluth, Minn.
Stockholders interested in newspaper publications. WMFG
Licensee—Head of the Lakes Broadcasting Co., Hibbing, Minn.
Dispatch Pioneer Press.....WTCN
(St. Paul, Minn.)
Minnesota Tribune Co.
(Minneapolis, Minn.)
Licensee — Minnesota Broadcasting Corp., Minneapolis, Minn.
Times Publishing Co.....KFAM
Licensee — The Times Publishing Co., St. Cloud, Minn.
Evening Telegram .....WHLB
Licensee — Head of Lakes Broadcasting Co., Virginia, Minn.

MISSISSIPPI

The Clark County Tribune.....WCOC
Quitman, Miss.
Licensee—Miss. Broadcasting Co., Inc., Meridian, Miss.
The Vicksburg Evening Post .....WQBC
The Vicksburg Herald
Licensee — Delta Broadcasting Co., Inc., Vicksburg, Miss.

MISSOURI

St. Louis Star-Times Publishing Co...KFRU
Licensee—KFRU, Inc., Columbia, Mo.
Capital News .....KWOS
Post-Tribune
Licensee — Tribune Printing Co., Jefferson City, Mo.
Joplin Globe .....WMBH
Joplin News Herald
Licensee—Joplin Broadcasting Co., Joplin, Mo.
Kansas City Star.....WDAF
Licensee—The Kansas City Star Co., Kansas City, Mo.
Stockholders: News Broadcasting Co.; officers and directors associated with St. Joseph News and the Press Gazette. KFEQ
Licensee — KFEQ, Inc., St. Joseph Mo.
The Pulitzer Publishing Co.....KSD
Licensee—The Pulitzer Publishing Co., St. Louis, Mo.
Star-Times .....KXOK
Licensee — Star-Times Publishing Co., St. Louis, Mo.
Springfield Newspapers, Inc.....KGBX

Licensee — Springfield Broadcasting Co., Springfield, Mo.
Springfield Newspapers, Inc.....KWTO
Licensee—Ozarks Broadcasting Co., Springfield, Mo.

MONTANA

Stockholder interested in Great Falls Tribune. KFBB
Licensee — Buttrey Broadcast, Inc., Great Falls, Mont.
Lewiston Democrat-News .....KDMC
Lewiston Telegram
Licensee—Democrat-News Co., Inc. Lewiston, Mont.

NEBRASKA

Clay County Sun (weekly).....KMMJ
Licensee—KMMJ, Inc., Clay Center, Neb.
Stockholders: Sidels Co., State Journal, Star Publ. Co. KFAB
Licensee—KFAB Broadcasting Co., Lincoln, Neb.
Stockholders: Sidels Co., State Journal, Star Publ. Co.; Publish Nebraska State Journal, Evening News and Lincoln Daily Star. KFOR
Licensee — Cornbelt Broadcasting Corp., Lincoln, Neb.
The Norfolk Daily News.....WJAG
Licensee—The Norfolk Daily News, Norfolk, Neb.
Stockholders interested in State Journal Co., Publishers of Nebraska State Journal and the Evening News; and Star Publishing Co., publisher of Lincoln Daily Star. KOIL
Licensee—Central States Broadcasting Co., Omaha, Neb.

NEVADA

McClatchy Newspapers .....KOH
Licensee — The Bee, Inc., Reno, Nevada.

NEW MEXICO

Owner of stock in licensee corporation is an officer in following: Albuquerque Publishing Co.; Journal Publishing Co.; Scripps-Howard Newspapers (Rocky Mt. Division), Denver Publishing Co. KOB
Licensee — Albuquerque Broadcasting Co., Albuquerque, New Mex.
Pecos Enterprise, Pecos, Tex.....KLAH
Licensee — Carlsbad Broadcasting Co., Carlsbad, N. M.
Lexington Daily Herald.....KICA
Lexington, Ky.
Licensee — Western Broadcasters, Inc., Clovis, N. M.

NEW YORK

Knickerbocker News .....WABY
Licensee—Adirondack Broadcasting Co., Albany, N. Y.
Knickerbocker News .....WOKO
Licensee — WOKO, Inc., Albany, N. Y.
Buffalo Evening News.....WBEN
Licensee — WBEN, Inc., Buffalo, N. Y.
Buffalo Evening News.....WEBR
Licensee — WEBR, Inc., Buffalo, N. Y.
(By contract) .....WESG
Licensee — Cornell University, Elmira, N. Y.
Officers and directors are publishers..WEVD
Licensee — Debs Memorial Fund, Inc., New York City.
American Newspapers, Inc.....WINS
Licensee—Hearst Radio, Inc., New York, N. Y.
Olean Times Herald.....WHDL
Licensee — Olean Broadcasting Co., Inc., Olean, N. Y.
Gannett Co., Inc.....WHEC
(Newspaper publishers)
Licensee — WHEC, Inc., Rochester, N. Y.

NORTH CAROLINA

Asheville Citizen-Times .....WWNC
Licensee — Asheville Citizen-Times Co., Inc., Asheville, N. C.
The Durham Morning Herald.....WDNC
The Durham Sun
Licensee — Durham Radio Corp., Durham, N. C.
Winston-Salem Journal .....WSJS
Licensee — Winston-Salem Journal, Winston-Salem, N. C.

NORTH DAKOTA

Fargo Forum .....WDAY
Licensee—WDAY, Inc., Fargo, N. D.

OHIO

Licensee is newspaper publisher.....WICA
Licensee—C. A. Rowley, Ashtabula, Ohio.
Scripps-Howard Newspapers .....WCPO
Licensee — Continental Radio Co., Cincinnati, Ohio.
The Cleveland Plain Dealer.....WHK
Licensee—Radio Air Service Corp., Cleveland, Ohio.
Officers and directors interested in..WJAY newspaper publishing.
Licensee — Cleveland Radio Broadcasting Corp., Cleveland, Ohio.
Dispatch Printing Co.....WBNS
Licensee—WBNS, Inc., Columbus, Ohio.
The Cleveland Plain Dealer.....WHKC
Licensee — Associated Radiocasting Corp., Columbus, Ohio.
The Evening News Publishing Co...WHIO
Springfield Newspapers, Inc.
Licensee—Miami Valley Broadcasting Corp., Dayton, Ohio.
Owners interested in newspaper publishing. WPAY
Licensee — Vee Bee Corp., Portsmouth, Ohio.
Stockholders interested in Cleveland Plain Dealer. WKBN
Licensee — WKBN Broadcasting Corp., Youngstown, Ohio.

OKLAHOMA

The Ardmoreite Publishing Co., Inc. KVSO
Ardmore, Okla.
Licensee—The Ardmoreite Publishing Co., Inc., Ardmore, Okla.
Enid Morning News ..... KCRC
Enid Daily Eagle
Licensee — Enid Radiophone Co., Enid, Okla.
Daily Phoenix Times Democrat ..... KBIX
Licensee—Okla. Press Publishing Co., Muskogee, Okla.
Ft. Worth Star Telegram ..... KTOK
Ft. Worth, Tex.
Licensee — Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.
American Newspapers, Inc. ..... KOMA
Licensee—Hearst Radio, Inc., Oklahoma City, Okla.
Oklahoma Publishing Co. ..... WKY
Licensee—WKY Radiophone Co., Oklahoma City, Okla.
Stauffer Publishing Co. ..... KGFF
(newspapers)
Licensee—KGFF Broadcasting Co., Inc., Shawnee, Okla.

OREGON

Astoria-Budget ..... KAST
Licensee—Astoria Broadcasting Co., Inc., Astoria, Ore.
La Grande Observer ..... KLBM
Licensee—Harold & Mrs. Eloise Finlay, La Grande, Ore.
Oregon Journal ..... KALE
Licensee — KALE, Inc., Portland, Ore.
Morning Oregonian ..... KEX
Licensee—Oregonian Publishing Co., Portland, Ore.
The Oregon Journal ..... KFJR
Licensee — KALE, Inc., Portland, Ore.
Oregonian ..... KGW
Licensee — Oregonian Publishing Co., Portland, Ore.
Oregon Journal ..... KOIN
Licensee — KOIN, Inc., Portland Ore.
Newspaper publishers at Roseburg, Ore.; Klamath Falls, Ore.; and partial interest in Medford, Ore., Mail Tribune. KRNR
Licensee—Southern Oregon Publishing Co., Roseburg, Ore.

PENNSYLVANIA

Allentown Call Publishing Co. ..... WSAN
(newspaper business.)
Licensee—WSAN, Inc., Allentown, Pa.
Stockholders interested in newspaper publications. WEST
Licensee — Associated Broadcasters, Inc., Easton, Pa.
Morning Telegraph ..... WHP
The Harrisburg Telegraph
(Telegraph Press)
Licensee—WHP, Inc., Harrisburg, Pa.
The Telegraph Press ..... WKBO
The Telegraph Newspapers
Licensee — Keystone Broadcasting Corp., Harrisburg, Pa.
Stockholders interested in newspaper publishing. WAZL
Licensee — Hazleton Broadcasting Service, Inc., Hazleton, Pa.
Johnstown Tribune ..... WJAC
Licensee—WJAC, Inc., Johnstown, Pa.
Stockholders interested in newspaper publications (Mason Dixon Radio Group, Inc.) WGAL
Licensee — WGAL, Inc., Lancaster Pa.
Public Ledger ..... WHAT
Licensee—Independence Broadcasting Co., Inc., Philadelphia, Pa.
Pitt Publishing Co. ..... WCAE
(Newspaper publication.)
Licensee—WCAE, Inc., Pittsburgh, Pa.
Pennsylvania Newspaper Co. ..... WWSW
Licensee—Walker & Downing Radio Corp., Pittsburgh, Pa.
Scranton Times ..... WQAN
Licensee — The Scranton Times, Scranton, Pa.
Sunbury Item, Inc. ..... WKOK
Licensee — Sunbury Broadcasting Corp., Sunbury Pa.
Subsidiary of Sun Gazette Co. ..... WRAK
Licensee — WRAK, Inc., Williamsport, Pa.
Stockholders interested in newspaper publishing (Mason Dixon Radio Group, Inc., Wilmington, Del.) WORK
Licensee—York Broadcasting Co., York, Pa.

SOUTH CAROLINA

Independent & Daily Mail ..... WAIM
Licensee—Wilton E. Hall, Anderson, S. C.
Greenville News (A. M. paper) ..... WFBC
Piedmont (P. M. paper)
Licensee—Greenville News-Piedmont Co., Greenville, S. C.

TENNESSEE

Jackson Sun ..... WTJS
Licensee—The Sun Publishing Co., Inc., Jackson, Tenn.
Scripps-Howard Newspapers ..... WNOX
Licensee — Continental Radio Co., Knoxville, Tenn.
Memphis Commercial Appeal, Inc. ..... WMC
Licensee—Memphis Commercial Appeal, Inc., Memphis, Tenn.
Memphis Commercial Appeal, Inc. ..... WNBR
Licensee — Memphis Broadcasting Co., Memphis, Tenn.

TEXAS

Sweetwater Reporter ..... KRBC
Sweetwater, Tex.

Big Spring Herald
Big Spring, Tex.
North Texas Pub. Co.
Paris, Tex.
Caller-Times Pub. Co.
Corpus Christi, Tex.
Licensee — Reporter Broadcasting Co., Abilene, Tex.
Globe News Publishing Co., Inc.....KFYO
Amarillo, Tex.
Licensee—Plains Radio Broadcasting Co., Amarillo, Tex.
Globe-News Publishing Co., Inc.....KGNC
Amarillo, Tex.
Licensee—Plains Radio Broadcasting Co., Amarillo, Tex.
Hearst Radio, Inc.....KNOW
American Newspapers, Inc.
Licensee — KUT Broadcasting Co., Austin, Tex.
All stockholders interested in newspapers: Big Spring Herald Publ. Co., San Angelo Standard, Inc., Big Spring Herald, North Texas Publ. Co., Caller-Times Publ. Co., Reporter Publ. Co., etc. KBST
Licensee—Big Spring Herald Publishing Co., Big Spring, Tex.
Stockholder: owner 14% publ. Corpus Christi Caller-Times (W. G. Kinsolving). KGFI
Licensee — Eagle Broadcasting Co., Corpus Christi, Tex.
Stockholder: (40%) W. G. Kinsolving. KRIS
Licensee—Gulf Coast Broadcasting Co., Corpus Christi, Tex.
The Dallas Daily Times Herald.....KRLD
Licensee—KRLD Radio Corporation, Dallas, Tex.
Dallas News .....WFAA
Dallas Journal
Licensee—A. H. Belo Corp., Dallas, Tex.
El Paso Times.....KROD
Licensee—Dorrance D. Roderick, El Paso, Tex.
Fort Worth Star-Telegram.....WBAP
Licensee—Carter Publications, Inc. Fort Worth, Tex.
Hunt Broadcasting Assn. .....KGVL
Fred Horton, Pres., Greenville, Tex.
Houston Post Company.....KPRC
Licensee—Houston Printing Co., Houston, Tex.
Houston Chronicle Publishing Co....KTRH
Licensee—KTRH Broadcasting Co., Houston, Tex.
Kilgore Daily News.....KOCA
Licensee—Oil Capital Broadcasting Assn., Kilgore, Tex.
Publisher (Longview Daily News)...KWLK
50%
Licensee—Voice of Longview, Longview, Tex.
Lubbock Avalanche-Journal .....KFYO
Licensee—Plains Radio Broadcasting Co.
Santa Ana Daily Register.....KPDN
Santa Ana, Calif.
News Journal,
Clovis, N. Mex.
Telegraph-Forum,
Bucyrus, Ohio.
Pampa Daily News
Licensee—R. C. Hoiles, Pampa, Tex.
North Texas Publishing Co.....KPLT
Licensee—North Texas Broadcasting Co., A. G. Mayse, President, Paris, Tex.
Hubbs Printing Co., Publisher of Pecos Enterprise. KIUN
Licensee—Jack W. Hawkins and Barney H. Hubbs, Pecos, Tex.
Newspaper Publisher San Angelo....KGKL
Standard Times
Abilene Reporter-News, Streetwater Reporter, Big Spring Herald, Paris News, Corpus Christi Caller-Times
Licensee—KGKL, Inc., San Angelo, Tex.
Hearst Radio, Inc.....KTSA
Licensee—KTSA Broadcasting Co., San Antonio, Tex.
The Sherman Democrat.....KRRV
Sherman, Tex.
Licensee—Red River Valley Broadcasting Corp., Sherman, Tex.
Bell Publishing Co.....KTEM
Licensee—Bell Broadcasting Co., Temple, Tex.
Hearst Radio, Inc.....WACO
American Newspapers, Inc.
Licensee—KTSA Broadcasting Co., Waco, Tex.
*Newspaper Publishers .....KGKO
Licensee—Wichita Falls Broadcasting Corp., Wichita Falls, Tex.

UTAH

*Stockholders engaged in newspaper publishing. KLO
Licensee — Interstate Broadcasting Corp., Ogden, Utah
Publishers of Salt Lake City Tribune, Salt Lake City Telegram. KSL
Licensee—Radio Service Corp. of Utah, Salt Lake City, Utah.

VERMONT

Burlington Daily News Building Corp. WCAX
(Newspaper publication)
Licensee — Burlington Daily News, Inc., Burlington, Vt.
Waterbury Record .....WDEV
Licensee—Mary M. Whitehill, Executrix of the Estate of Harry C. Whitehill, Waterbury, Vt.

VIRGINIA

Ledger-Dispatch .....WTAR
Virginian Pilot
(Norfolk Newspapers, Inc.)
Licensee—WTAR Radio Corp., Norfolk, Va.

*Newspaper Publisher .....WPHR
Licensee—WLBG, Inc., Petersburg, Va.
Times-Dispatch .....WRTD
Licensee—The Times-Dispatch Publishing Co., Richmond, Va.
Roanoke Times .....WDBJ
World News
Licensee—Times World Corp., Roanoke, Va.

WEST VIRGINIA

*Newspaper publishers .....WHIS
Licensee—Daily Telegraph Printing Co., Bluefield, W. Va.
The Huntington Advertiser.....WCHS
The Herald-Dispatch
The Sunday Herald-Advertiser
Licensee — Charleston Broadcasting Corp., Charleston, W. Va.
Clarksburg Exponent .....WBLK
Licensee—The Exponent Co., Clarksburg, W. Va.
Huntington Publishing Co.....WSAZ
Licensee—WSAZ, Inc., Huntington, W. Va.
Exponent Co.—89% .....WPAR
Licensee—Ohio Valley Broadcasting Corp., Parkersburg, W. Va.

WISCONSIN

Controlling stockholders is publisher of Superior Eve. Telegram, which also owns 3 other newspapers in Wisc. WEAU
Licensee—Central Broadcasting Co., Eau Claire, Wisc.
FDL Commonwealth Reporter.....KFIZ
Licensee—Reporter Printing Co., Fond du Lac, Wis.
Janesville Gazette .....WCLO
Licensee — Gazette Printing Co., Janesville, Wis.
Capital Times Publishing Co.; Capital Times, Madison, Wis. WIBA
Licensee—Badger Broadcasting Co., Inc., Madison, Wis.
American Newspapers, Inc.....WISN
Licensee—Hearst Radio, Inc., Milwaukee, Wis.
The Milwaukee Journal .....WTMJ
Licensee—The Journal Co. (The Milwaukee Journal), Milwaukee, Wis.
Racine Journal Times.....WRJN
Licensee — Racine Broadcasting Corp., Racine, Wis.
The Sheboygan Press.....WHBL
Licensee—Press Publishing Co., Sheboygan, Wis.
Stockholders interested in newspaper publications. WEBC
Licensee—Head of the Lakes Broadcasting Co., Superior, Wis.

Memorandum to FCC as of January 25, 1937

Excerpt from somewhat lengthy

OPINION of the GENERAL COUNSEL on NEWSPAPER OWNED STATIONS

Senator Wheeler inquires:

"Whether, if the Commission has not such authority at the present time, legislation could be passed denying the right for all newspapers to acquire radio stations in the future and requiring all newspapers within a reasonable time to divest themselves of the ownership and control of such stations."

A careful review of the decisions of the Supreme Court with respect to existing legislation which appears to be analogous or similar to that here suggested and those decisions with respect to the regulation of interstate commerce by the Congress and matters bearing a reasonable relation thereto, impel me to a conclusion that the constitutionality of an act of Congress denying the right to all newspaper owners as such to obtain broadcast licenses in the future and requiring all newspapers to divest themselves of such ownership or control within a reasonable time, is not free from doubt, and, therefore, I think the inquiry does not permit of a categorical answer.

However, let me add, it is established that all radio broadcasting is interstate commerce; that, under the Constitution, the Congress has the power to regulate interstate and foreign commerce; that the criterion to be applied is whether the proposed legislation has a reasonable relation to a purpose which is within constitutional authority; and, that the power to regulate interstate and foreign commerce is limited only by the provisions of the Constitution itself.

I am of the opinion that the mutual ownership and control of newspapers and broadcast stations bears a reasonable relation to and has an effect upon interstate commerce and, therefore, if the Congress enacted a law of the purport suggested, it should meet the constitutional requirements.

Respectfully,
HAMPSON GARY,
General Counsel

INTERNATIONAL BROADCAST STATIONS

IN THE UNITED STATES

The following list of International, Experimental and High Frequency stations has been compiled through the cooperation of the Federal Communications Commission. Every effort has been made to present an accurate and informative listing of all outlets operating in the United States. Stations listed are those in actual operation as of Feb. 1, 1938.

Licensee and Location	*Call Letters*	*Frequency (Kc)*	*Power*
Chicago Federation of Labor York Township, Ill.	W9XAA	6080, 11830, 17780	500 w
Columbia Broadcasting System, Inc. Near Wayne, N. J.	W2XE	6120, 11830, 15270, 17760, 21520	10 kw
The Crosley Radio Corp. Mason, Ohio	W8XAL	6060, 9590	10 kw
General Electric Company South Schenectady, N. Y.	W2XAD	15330	25 kw
General Electric Company South Schenectady, N. Y.	W2XAF	9530	40 kw
Isle of Dreams Broadcasting Corp. Miami Beach, Florida	W4XB	6040	2.5 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	W3XAL	6100, 17780	35 kw
National Broadcasting Co., Inc. Downer's Grove, Ill.	W9XF	6100, 17780	10 kw
WCAU Broadcasting Company Newtown Square, Pa.	W3XAU	6060, 9590, 21520	10 kw
Westinghouse Electric & Mfg. Co. Millis, Mass.	W1XK	9570	10 kw
Westinghouse Electric & Mfg. Co. Saxonburg, Pa.	W8XK	6140, 9570, 11870, 15210, 17780, 21540	40 kw
World Wide Broadcasting Corp. Boston, Mass.	W1XAL	6040, 11790, 15250, 21460	20 kw

EXPERIMENTAL BROADCAST STATIONS

Licensee and Location	*Call Letters*	*Frequency (kc)*	*Power*	*Emission*
Bell Telephone Labs., Inc. Whippany, N. J.	W3XDD	560, 900, 1340	5 kw	A3
Connecticut State College Storrs, Conn.	W1XEV	86000-400000, 401000 and above	500 w	A3
The Crosley Radio Corp. Near Mason, Ohio	W8XO	700	500 kw	A3
C. J. MacGregor, Mobile (North Polar Region vic. Ellesmere Island)	W10XAB	2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 31100, 34600, 37600, 40600, 86000 to 400000	400 w	A3
Donald B. MacMillan Mobile (aboard schooner Gertrude L. Thebaud)	W10XH	8655, 12862.5	100 w	A3
McNary & Chambers Near College Park, Md.	W3XJ	1060	100 w	A3 & Special
Natl. Broadcasting Co., Inc. New York, N. Y.	W2XKI	175000-180000	15 w	A3, A4
Natl. Broadcasting Co., Inc. Bound Brook, N. J.	W3XL	1614, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 31100, 31600, 34600, 35600, 37600, 38600, 40600, 41000, 86000-400000, 401000 and above	100 kw	A1, A2, A3
Natl. Broadcasting Co., Inc. Portable (vicinity N. Y.)	W10XF	1614, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000-400000, 401000 and above	25 w	A1, A2, A3
Natl. Broadcasting Co., Inc. Portable (vicinity N. Y.)	W10XHD	83500	1 kw	A1, A2
Natl. Broadcasting Co., Inc. Portable (vicinity N. Y.)	W10XHE	150000	500 w	A1, A2, A3
Natl. Broadcasting Co., Inc. Portable-Mobile	W10XR	1614, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000-400000, 401000 and above	100 w	A3
Travelers Br.Service Corp. Avon, Conn.	W1XEH	63500	150 w	A2, A3
Westinghouse E. & M. Co. Near Saxonburg, Pa.	W8XAR	980	50 kw to 500 kw	A3
The Yankee Network, Inc. Quincy, Mass.	W1XAC	61500	100 w	A2, A3

HIGH FREQUENCY BROADCAST STATIONS

FREQUENCY GROUPS—*Group C*—31600, 35600, 38600 and 41000 kc.; *Group E (selective)*—41600, 86500, 111000 kc.; *Group E (selective)*— 88000, 120000, 240000 and 500000 kc.

LOCATION Town and State	*Call Letters*	*Licensee*	*Power Watts*	*Frequency (kc) or Groups*
Albany, N. Y.	W2XOY	General Electric Co.	150	C
Baltimore, Md.	W3XES	Monumental Radio Co.	300	C
Baltimore, Md.	W3XEY	Baltimore Radio Show, Inc.	100	C
Boston, Mass. (tr. Quincy, Mass.)	W1XER	The Yankee Network, Inc.	500	C
Boston, Mass.	W1XKA	Westinghouse E. & M. Co.	50	C
Buffalo, N. Y.	W8XH	WBEN, Inc.	100	C
Charleston, W. Va.	W8XNO	Charleston Broadcasting Co.	50	26100
Chattanooga, Tenn.	W4XBW	WDOD Broadcasting Corp.	100	C
Chicago, Ill.	W9XBS	National Broadcasting Co., Inc.	50	C
Cincinnati, Ohio	W8XNU	Crosley Radio Corp.	200	25950
Cleveland, Ohio	W8XNT	Radio Air Service Corp.	50	C
Dallas, Tex. (tr. Grapevine, Tex.)	W5XD	A. H. Belo Corp.	100	C
Des Moines, Ia.	W9XTB	Iowa Broadcasting Co.	100	26550
Detroit, Mich.	W8XWJ	Evening News Asso.	100	C
Harrisburg, Ill.	W9XTA	Schonert Radio Service	100	C
Kansas City, Mo.	W9XER	Midland Broadcasting Co., Inc.	50	C
Los Angeles, Calif.	W6XKG	Ben S. McGlashan	1000	25950
Los Angeles, Calif.	W6XRE	Ben S. McGlashan	500	E
Memphis, Tenn.	W4XCA	Memphis Comm. Appeal Co.	250	C
Milwaukee, Wis.	W9XAZ	The Jour. Co. (The Mil. Jour.)	500	26400
Minneapolis, Minn.	W9XHW	Columbia Broadcasting System	50	C
Minneapolis, Minn. (tr. Rose Township, Minn.)	W9XTC	Minnesota Broadcasting Corp.	150	26050
Newark, N. J.	W2XJI	Bamberger Broadcasting Serv.	100	C
New Bedford, Mass. (tr. Fairhaven, Mass.)	W1XEQ	E. Anthony & Sons, Inc.	100	C
New York, N. Y.	W2XDV	Columbia Broadcasting System	50	C
New York, N. Y.	W2XDG	National Broadcasting Co., Inc.	150	C
New York, N. Y.	W2XHG	National Broadcasting Co., Inc.	150	C
New York, N. Y. (tr. Alpine, N. J.)	W2XMN	Edwin H. Armstrong	40,000	E
New York, N. Y.	W2XQO	Knickerbocker Broadcasting Co.	100	26550
Norfolk, Va.	W3XEX	WTAR Radio Corp.	50	C
Oklahoma City, Okla.	W5XAU	WKY Radiophone Co.	100	C
Philadelphia, Pa.	W3XKA	Westinghouse E. & M. Co.	50	C
Philadelphia, Pa.	W3XIR	WCAU Broadcasting Co.	100	C
Pittsburgh, Pa.	W8XKA	Westinghouse E. & M. Co.	150	C
Rochester, N. Y. (tr. Victor Township)	W8XAI	Stromberg Carlson Tel. Mfg. Co.	100	C
Spartanburg, S. C.	W4XH	V. V. Evans, d/b as "The Voice of South Carolina"	50	25950
Springfield, Mass. (tr. E. Springfield, Mass.)	W1XKB	Westinghouse E. & M. Co.	500	C
St. Louis, Mo.	W9XOK	Star Times Publishing Co.	100	C
St. Louis, Mo.	W9XPD	Pulitzer Publishing Co.	100	C
St. Paul, Minn.	W9XUP	Natl. Battery Broadcasting Co.	1000	25950
Superior, Wis.	W9XJL	Head of Lakes Broadcasting Co.	80	C
Tallmadge, Ohio	W8XOY	Allen T. Simmons	100	C

CANADA

STATIONS—REGULATIONS—SURVEY

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in December and corrections were made up to the time of going to press to insure the inclusion of late developments.

Canadian network facilities covered in full on page 158.

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBF	Montreal, Que.	910	50000	435
CBL	Toronto, Ont.	840	50000	432
CBM	Montreal, Que.	1050	5000	435
CBO	Ottawa, Ont.	880	1000	432
CBR	Vancouver, B. C.	1100	5000	424
CBW	Windsor, Ont.	600	1000 d. 500 n.	433
CFAC	Calgary, Alta.	930	1000	421
CFCF	Montreal, Que.	500	500	436
CFCH	North Bay, Ont.	930	100	430
CFCN	Calgary, Alta.	1030	10000	421
CFCO	Chatham, Ont.	630	100	428
CFCT	Victoria, B. C.	1450	50	425
CFCY	Charlottetown, P. E. I.	630	1000	434
CFGP	Grand Prairie, Alta.	1200	100	422
CFJC	Kamloops, B. C.	880	1000	423
CFLC	Prescott, Ont.	930	100	432
CFNB	Fredericton, N. B.	550	1000 d. 500 n.	426
CFPL	London, Ont.	730	100	430
CFPR	Prince Rupert, B. C.	580	50	423
CFQC	Saskatoon, Sak.	840	1000	439
CFRB	Toronto, Ont.	690	10000	433
CFRC	Kingston, Ont.	1510	100	429
CFRN	Edmonton, Alta.	960	100	422
CHAB	Moose Jaw, Sask.	1200	100	438

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHGS	Summerside, P. E. I.	1450	50	434
CHLN	Three Rivers, Que.	1420	100	438
CHLP	Montreal, Que.	1120	100	436
CHLT	Sherbrooke, Que.	1210	100	438
CHML	Hamilton, Ont.	1010	100	429
CHNC	New Carlisle, Que.	960	1000	436
CHNS	Halifax, N. S.	930	1000	427
CHRC	Quebec, Que.	580	100	437
CHSJ	Saint John, N. B.	1120	100	427
CHWK	Chilliwack, B. C.	780	100	423
CJAT	Trail, B. C.	910	1000	424
CJBR	Rimouski, Que.	1030	1000	437
CJCA	Edmonton, Alta.	730	1000	422
CJCB-CJCX	Sydney, N. S.	1240	1000	427
CJCJ	Calgary, Alta.	690	100	421
CJCS	Stratford, Ont.	1210	100	431
CJGX	Yorkton, Sask.	1390	100	439
CJIC	Sault Ste. Marie, Ont.	1500	100	431
CJKL	Kirkland Lake, Ont.	1310	100	430
CJLS	Yarmouth, N. S.	1310	100	428
CJOC	Lethbridge, Alta.	950	100	423
CJOR	Vancouver, B. C.	600	500	425
CJRC	Winnipeg, Man.	630	1000	426
CJRM	Regina, Sask.	540	1000	438
CKAC	Montreal, Que.	730	5000	436
CKBI	Prince Albert, Sask.	1210	100	438
CKCD	Vancouver, B. C.	1010	100	424
CKCH	Hull, Que.	1210	100	435
CKCK	Regina, Sask.	1010	1000	439
CKCL	Toronto, Ont.	580	100	433
CKCO	Ottawa, Ont.	1010	100	432
CKCR	Kitchener, Ont.	1510	100	430
CKCV	Quebec, Que.	1310	100	437
CKCW	Moncton, N. B.	1370	100	426
CKFC	Vancouver, B. C.	1410	50	424
CKGB	Timmins, Ont.	1420	100	432
CKIC	Wolfville, N. S.	1010	50	428
CKLW	Windsor, Ont.	1030	5000	433
CKMO	Vancouver, B. C.	1410	100	424
CKNX	Wingham, Ont.	1200	100	434
CKOC	Hamilton, Ont.	1120	1000 d. 500 n.	429
CKOV	Kelowna, B. C.	630	100	424
CKPC	Brantford, Ont.	930	100	428
CKPR	Fort William, Ont.	730	100	429
CKSO	Sudbury, Ont.	780	1000	431
CKTB	St. Catherines, Ont.	1200	100	430
CKUA	Edmonton, Alta.	580	500	422
CKWX	Vancouver, B. C.	1010	100	425
CKX	Brandon, Man.	1120	1000	425
CKY	Winnipeg, Man.	960	15000	426
CRCK	Quebec, Que.	950	1000	437
CRCS	Chicoutimi, Que.	1120	100	435

The following rules for broadcasting stations in Canada, promulgated under the Canadian Broadcasting Act, 1936, went into effect Nov. 1, 1937

Authority.

THE following regulations, numbered 1 to 23 were passed at a meeting of the Canadian Broadcasting Corporation held at Toronto, in the Province of Ontario, on the 8th day of September, 1937, as and for the regulations of the Canadian Broadcasting Corporation, and were made under authority of subsection one of section twenty-two of The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936, which reads as follows:—

"The Corporation may make regulations

(*a*) to control the establishment and operation of chains or networks of stations in Canada;

(*b*) to prescribe the periods to be reserved periodically by any private station for the broadcasting of programs of the Corporation;

(*c*) to control the character of any and all programs broadcast by Corporation or private stations;

(*d*) to determine the proportion of time which may be devoted to advertising in any programs broadcast by the stations of the Corporation or by private stations and to control the character of such advertising;

(*e*) to prescribe the proportion of time which may be devoted to political broadcasts by the stations of the Corporation and by private stations, and to assign such time on an equitable basis to all parties and rival candidates."

Definitions.

1. In these regulations, unless the context otherwise requires,

(*a*) The "Act" means The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936;

(*b*) "Corporation" means the Canadian Broadcasting Corporation;

(*c*) "licence" means a license issued to a broadcasting station under the Radiotelegraph Act; and "licensee" means the holder of such licence;

(*d*) "private station" means any broadcasting station licensed to a person other than the Corporation;

(*e*) "regulations" means these regulations;

(*f*) "representatives of the Corporation" means the General Manager of the Corporation, the Assistant General Manager of the Corporation or persons authorized in writing by the General Manager of the Corporation;

(*g*) "station" refers to stations owned or operated by the Corporation as well as by others and it may also refer to the owner or licensee of a station.

Scope of Regulations.

2. These regulations apply to all stations in Canada and to all matter broadcast by such stations.

3. (1) Each station shall maintain a program log in a form acceptable to the Corporation and shall cause entries to be made therein as follows:—

(*a*) date, call letters, location, frequency;

(*b*) the time at which each station identification announcement is made;

(*c*) the title and brief description of each program broadcast, with the time of the beginning and ending so as to give a continuous record of each day's broadcast. If a mechanical reproduction is used, that fact shall be noted, together with a statement whether or not announcement thereof was made. In the case of a talk or speech, the name of the speaker and the auspices under which the talk or speech was given shall be entered. If the speech is made by a political candidate or on behalf of a political candidate or political party, the political affiliation of the candidate or party shall also be entered;

(*d*) the duration of each spot or other similar announcement and the broadcast hour during which it was transmitted;

(*e*) the name of the sponsor of any program or announcement for which the station is paid.

(2) Key letters or abbreviations may be used if the explanation of each is plainly given in the log. The logs shall be produced for the inspection of the representatives of the Corporation upon the request of such representatives.

(3) Each station shall keep on file a copy of

(*a*) the continuity used for any program;

(*b*) all program or other announcements containing advertising matter;

(*c*) the manuscript of addresses or talks.

(4) In the case of chain broadcasts these records shall be kept by the originating station.

(5) Such records shall be retained by the station for a period of one year and shall be open for inspection by representatives

of the Corporation upon request of such representatives.

4. The time mentioned in all program logs and contracts used in connection with broadcasting shall be local standard time (or local daylight-saving time if that is in force) unless otherwise specified or agreed.

5. Each station shall, each week, file with the Corporation in a form acceptable to the Corporation an advance copy of its program schedule for the following week, showing the exact hours and how they are to be occupied each day.

6. Each station shall announce its call letters not less than once nor more than four times an hour, during hours of operation.

Programs in General.

7. No one shall broadcast

(*a*) anything contrary to law;

(*b*) the actual proceeding at any trial in a Canadian Court;

(*c*) abusive comment on any race, religion or creed;

(*d*) obscene, indecent or profane language;

(*e*) malicious, scandalous, or defamatory matter;

(*f*) advertising matter containing false or deceptive statements;

(*g*) false or misleading news;

(*h*) upon the subject of birth control;

(*i*) upon the subject of venereal disease, or other subjects relating to public health which the Corporation may from time to time designate, unless such subjects be presented in a manner and at a time approved by the General Manager as appropriate to the medium of broadcasting;

(*j*) (i) programs presenting a person who claims supernatural or psychic powers, or a fortune-teller, character analyst, crystal-gazer or the like, or programs which lead or may lead the listening public to believe that the person presumed claims to possess or possesses supernatural or psychic powers or is or claims to be a fortune-teller, character analyst, crystal-gazer or the like.

(ii) programs in which a person answers or solves or purports to answer or solve questions or problems submitted by listeners or members of the public unless such programs prior to being broadcast shall have been approved in writing by a representative of the Corporation.

8. (1) Political broadcasts are governed by subsections (3), (4) and (5) of section 22 of The Canadian Broadcasting Act, 1936, which read as follows:—

"(3) Dramatized political broadcasts are prohibited.

"(4) The names of the sponsor or sponsors and the political party, if any, upon whose behalf any political speech or address is broadcast shall be announced immediately preceding and immediately after such broadcasts.

"(5) Political broadcasts on any Dominion, Provincial or Municipal election day and on the two days immediately preceding any such election day are prohibited."

(2) Each station shall allocate time for political broadcasts as fairly as possible between the different parties or candidates desiring to purchase or obtain time for such broadcasts.

Advertising Content.

9. (1) The advertising content of any program shall not exceed in time ten per cent of any program period.

(2) Notwithstanding the provisions of subsection (1) any station shall upon instruction in writing from the Corporation reduce the total daily advertising content of its programs if the said total daily advertising content in the opinion of the Corporation occupies an undue proportion of the daily broadcast time.

(3) Upon notice in writing from the Corporation any station shall change the quality or nature of its advertising broadcasts.

10. Notwithstanding the provisions of these regulations the Corporation may, upon satisfactory evidence being submitted to it of a contract or contracts for the use of mechanical reproductions outstanding on November 1, 1937, which contain more than the advertising content prescribed in section 9 (1) or which relate to the subjects mentioned in section 7 (*j*) permit the continued use of the said mechanical reproductions until, but not beyond December 31, 1937.

11. (1) In any program no one shall advertise

(*a*) any act or thing prohibited by law;

(*b*) the prices of goods or services, except the prices of publications auxiliary to the information services of the Corporation;

(*c*) any insurance corporation not registered to do business in Canada;

(*d*) bonds, shares, or other securities or mining or oil properties or royalties or other interests in mining or oil properties other than the securities of the Dominion or Provincial governments or municipalities or other public authorities, provided nothing herein shall prevent anyone from sponsoring a program giving quotations of market prices without comment;

(*e*) spirituous liquors;

(*f*) wine and beer in any province of Canada wherein the provincial law pro-

hibits the direct advertisement of wine and beer, nor in any other province unless immediately prior to the coming into force of these Regulations wine and beer have in fact been directly advertised in such province through the facilities of radio.

(2) Whenever wine and beer are advertised through radio facilities, the following special regulations shall apply:—

(*a*) no spot announcements shall be used for the direct or indirect advertisement of wine or beer;

(*b*) all continuities in programs directly or indirectly advertising wine or beer shall, prior to their broadcast, be approved by the Corporation as to the continuity and the form, quantity and quality of the advertising content thereof.

Spot Announcements.

12. (1) "Spot" announcements shall not exceed two minutes for each broadcasting hour, subject always to the provisions of subsection (2) of this regulation.

(2) No "spot" announcement shall be broadcast on week-days between 7.30 p.m. and 11 p.m. nor on Sundays at any time, provided that where exceptional conditions prevail owing to the geographical situation stations may be given permission by the Corporation to broadcast "spot" announcements on week-days during the hours prohibited in this section.

(3) Subsections (1) and (2) of this regulation shall not apply to time signals or weather reports, provided that no advertising other than the name of the sponsor is mentioned.

Foods and Drugs.

13. (1) No continuity advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Drugs Act may be broadcast until it has been approved by the Department of Pensions and National Health. Continuities submitted for approval shall be forwarded, in duplicate, to the Canadian Broadcasting Corporation, Ottawa, at least two weeks in advance of intended use. The formula for any article bearing a distinctive or trade name distinguishing it from any other product, and marketed under the Food and Drugs Act, shall be submitted with each pertinent continuity.

(2) No electrical transcription advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Drugs Act shall be broadcast by any station unless certified by an affidavit that the advertising continuity has been approved by the Department of Pensions and National Health.

(3) No announcer may broadcast any statement concerning any article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act that is not contained in the continuity approved by the Department of Pensions and National Health.

(4) Testimonials referring to an article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act shall be regarded as constituting a part of the advertising continuity.

(5) No continuity recommending any treatment for any ailment shall be broadcast until it has been approved by the Department of Pensions and National Health.

(6) Inspectors of Food and Drugs, Department of Pensions and National Health, are authorized to act as representatives of the Corporation for the purpose of enforcing this regulation.

News Broadcasts.

14. Stations shall not transmit any news or information of any kind published in any newspaper or obtained, collected, collated, or coordinated by any newspaper or association of newspapers or any news agency or service, except the following:—

(*a*) Such news bulletins as are released regularly from the various bureaus of The Canadian Press for the express use of broadcasting stations in Canada;

(*b*) Local news under arrangements to be made by each station individually with its local newspaper or newspapers, or such news as it may collect through its own employees;

(*c*) News from sources other than those provided for in subsections (*a*) and (*b*) herein, shall not be broadcast unless the express permission in writing of the Corporation through its General Manager is secured in advance.

15. Representatives of the Corporation may require the production of material to be broadcast before any broadcast is arranged to take place.

Corporation Programs.

16. Time reserved for the broadcasting of Corporation programs shall be used only for such programs unless approval to the contrary has been received in writing from the Corporation in each specific case.

17. Stations shall upon request of the Corporation give right of way to such Corporation or other programs as the Corporation shall designate. In such event neither the station nor the Corporation shall incur any liability for compensation or damages.

18. No station shall "pick up" and rebroadcast any program unless permission in writing has first been obtained from the Corporation.

Mechanical Reproductions.

19. (1) No station shall use a mechanical reproduction (except when its use is merely incidental as for an identification or background) between the hours of 7.30 p.m. and 11.00 p.m. except with the previous consent of the Corporation in writing.

(2) A mechanical reproduction shall be announced as such immediately before and after the program concerned, except when its use is merely incidental as for an identification or background. The exact form of announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The following are examples of statements sufficient for the purpose:—

(*a*) "This is a recorded program."

(*b*) "This is a program of electrical transcription."

(3) No program of mechanical reproductions shall contain any reference to the name of any person, firm or corporation connected with the manufacture, sale, hire or ownership of the said mechanical reproductions used in the said program.

Chain Broadcasting.

20. Unless permission in writing is first obtained from the Corporation.

(*a*) no station shall continue to be a part or shall form a part of a chain or network originating outside of Canada;

(*b*) no chain or network of two or more stations shall continue to be operated within Canada or shall be set up or operated within Canada;

(*c*) no station shall continue to be or become an outlet for any station, chain or network existing or originating outside of Canada;

(*d*) no station shall continue to be or become an associate station of or with any station, chain or network existing or originating outside of Canada.

Station Contracts.

21. Every station shall file with the Corporation a copy of the forms of contract used by it and a statement of its charges. Every such contract shall expressly make the enjoyment of the privilege to broadcast conditional upon the observance of these regulations. The licensee of each station shall see that a copy of these regulations is available at the station and that the station employees and persons broadcasting are familiar with them.

22. The Corporation may send a written or telegraph notice to the licensee of any station informing him of any alleged violation of these regulations and he shall have a delay of six days within which to answer in writing, giving in full his reply to the notice. The Corporation may make such investigation of the facts as it shall consider appropriate and for this purpose its representatives may examine the records and question the employees of any station.

23. These regulations shall have full force and effect as of the 1st day of November, 1937, and on and after that date all regulations inconsistent therewith shall be deemed to have been repealed.

NOTE: The penalty for violation of these regulations is provided for under section 22(6) of the Act which reads:

"(6) In case of any violation or non-observance by a private station of the regulations made by the Corporation under this section, the Corporation may order that the license of such private station be suspended for a period not exceeding three months and any such order shall be forwarded to the Minister who shall forthwith communicate the same to the licensee of the station and shall take such steps as may be necessary to carry out the terms of such order."

CANADA--A SURVEY

This official, authoritative survey of Canada is based upon latest reports compiled by the Electrical Division of the Bureau of Foreign and Domestic Commerce, United States Department of Commerce.

General—With population extending over a distance of 3,000 air-line miles, the transmission of radio programs involves numerous outlets, heavy wire charges and timing difficulties due to the existence of five separate time zones in the country. Purchasing power is relatively high in Canada. The length of the winter season, coupled with the centering of much of social activities around the home, tends to promote demand for radio entertainment. Similarly, the great expanse of the country presents a good field for commercial radio communication.

Sets in Use—According to law, an annual license (fee $2) must be obtained each fiscal year (April 1 to March 31) for radio receivers. During the fiscal year ended March 31, 1937, the number of radio receiver licenses sold was 1,038,500.

According to a survey by Radio Trade Builder, a trade journal, the number of receivers in use in homes in Canada at the end of 1936 was 1,672,000, an increase of 13½ per cent over the estimate of sets in use at the end of 1935.

Toronto is the primary radio center of Canada as the majority of radio manufacturers are located in Ontario; Montreal is second as a manufacturing and distributing center and Winnipeg and Vancouver serve regional markets as jobbing points. Secondary commercial centers include Halifax or Saint John, in the Maritimes, and Regina, Calgary or Edmonton in western areas. Smaller cities serve localized market areas.

Demand—During 1936 members of the Radio Manufacturers Association of Canada reported total sales to dealers as numbering 239,777 with a list value of $22,347,329, of which A. C. receivers numbered 167,018 valued at $17,384,591 and battery sets numbered 59,739 valued at $4,182,933.

Following official statistics of radio sales since 1933 clearly reveal that a widespread market for receivers exists in Canada. It is estimated that the number of sets in use equals 69 per cent of the number of Canadian families.

Domestic Production—Twelve companies manufacture radio receivers in Canada and because of patent control and electrical inspection requirements these firms dominate the market.

Patents—For several years the more important Canadian radio patents have been under the control of a patent corporation known as Canadian Radio Patents, Limited. This corporation, which has its head office at 159 Bay Street, Toronto, Canada, originally took over for licensing purposes thousands of patents formerly held by individual concerns such as the Canadian General Electric Company, Limited, Northern Electric Company, Limited, Canadian Marconi Company and Standard Radio Manufacturing Corporation, Limited. It has since acquired patents and patent rights on its own account.

Canadian Radio Patents Limited hold that radio receiving sets manufactured by others, or imported into or sold in Canada embodying the following features: (a) Regeneration, feed back, or oscillation; (b) Tuned radio frequency; (c) Grid leak detection; (d) Neutralization of inter-electrode capacity; (e) Power amplification and power supply; or (f) Superheterodyne circuits; are infringements of the patents controlled by the corporation.

The privilege of the Canadian use of the patents controlled by Canadian Radio Patents, is given only to those firms which take out a license with the company and which manufacture in Canada. Even though a firm's receivers may be licensed under United States patents owned by firms also represented in Canadian Radio Patents, Limited, a license under the Canadian company is also required.

Tube Patents—A second patent holding corporation entitled Thermionics Limited, also at 159 Bay Street, Toronto, has announced that it owns or controls numerous basic Canadian patents covering the manufacture and sale within Canada of radio tubes to be used only in the non-commercial reception of public radio telephone broadcasting.

Tariffs and Restrictions—Canadian tariff information is subject to change and should be verified in advance of doing business in Canada.

Electrical transcriptions imported into Canada are subject to special administrative orders relative to the acceptable valuation for duty purposes. Collectors are instructed to appraise electrical transcriptions containing advertising matter imported from the United States at a minimum value of $7.50 per transcription, which is held to include the United States excise tax of 5 per cent. Transcriptions without advertising matter, usually furnished on a contract basis as a "library service" are valued for duty at a minimum of $4.00 each.

Television—This development is definitely in the experimental stage in the Dominion and its early practical application is discounted.

Amateur Radio—Amateur radio communication in Canada is organized along similar lines to conditions in the United States. The hobby has attracted many residents and in the last fiscal year a total of 2,821 amateur experimental transmission licenses were issued by the government. A good part of the conversations are with amateurs in the United States and equipment, prices and hookups are often under discussion, thus promoting demand for American lines.

Short Wave—Canadian broadcasting on the short wave bands is chiefly confined to commercial and police services aside from two stations (Toronto and Winnipeg). United States stations are picked up readily and at times when standard band reception from American outlets is unsatisfactory the programs often can be picked up from associated outlets using the short wave.

Broadcasting—Under the Canadian Radio Broadcasting Act, 1936, the Canadian Broadcasting Corporation on Nov. 2, 1936, took over governmental operation of the national broadcasting service and the control of all radio programs from the former Canadian Broadcasting Commission. Technical control of broadcasting stations reverted to the Department of Transport under the Radiotelegraph Act. The government-owned corporation is headed by a board of nine honorary governors and a general manager in charge of operations. The legislation charges the corporation to carry on national broadcasting in Canada and authorizes it to establish, maintain and operate stations, to acquire or make operating agreements with private stations, produce programs, and otherwise function as a governmental radio agency. The legislation envisages gradual extension of public ownership of radio

in Canada and enlargement of coverage consistent with federal finances.

The principal difference between the Corporation and the Canadian Radio Broadcasting Commission which it replaced is that under the Commission authority to act in matters of policy and administration were combined in one body whereas in the Canadian Broadcasting Corporation the board of governors will deal with questions of policy and administrative matters will be conducted separately. Broadcasting is considered a business controlled by a public service type of corporation (government-owned) rather than an activity under an administrative governmental organization. The Corporation reports to Parliament through the Minister of Transport. Operations are financed by license fees for receiving and broadcasting sets and by revenue from commercial radio business. Further, the Act provides that by order-in-council up to $500,000 may be borrowed from the government for the extension or improvement of broadcasting facilities. In addition, working capital not to exceed $100,000 may be advanced by order-in-council.

Although the nationalization of radio in Canada is in the transitionary stage, government policy has consistently favored the operation of radio as a public utility and all private broadcasting licenses have been issued with the understanding that the State may take over the facilities and that no value attaches for good will. The Canadian Broadcasting Corporation took over the network established by the Radio Commission which now comprises eight basic stations, namely, CRCV, Vancouver; CRCW, Windsor; CRCT (CRCX), Toronto; CRCY, Toronto; CRCO, Ottawa; CRCM, Montreal, CRCK, Quebec City; and CRCS, Chicoutimi, Quebec. Coverage of the network has been extended through agreements with 20 or more private commercial stations which carry the network program throughout the country.

Licenses for broadcasting are issued by the Department of Transport after the application has been referred to the Corporation for recommendation. The new radio law also specifies that the Minister of Transport will receive recommendations from the Broadcasting Corporation in connection with new private state licenses, change of channel, location or power.

The Broadcasting Corporation has recently completed a detailed survey of the coverage afforded by existing stations and in accordance with the conclusion that additional high-powered outlets were required, two stations are now under construction, both to be 50 kilowatt units. One is to be located at Hornby, near Toronto, Ontario, and the other at Vercheres, near Montreal, Quebec. It is expected that two more key stations will be erected within the next few years, one in the Maritime area and the other in western Canada. Consideration is also being given to a proposal to erect a powerful short-wave transmitter to permit Canadian participation in direct overseas broadcasting.

Programs—Programs broadcast in Canada may be classified under four categories: First, material presented by the Broadcasting Corporation, which contains no advertising and may be compared with sustaining programs which United States stations offer; second, commercially-sponsored programs which contain direct or indirect advertising and are released on a paid-time basis; third, sustaining programs broadcast by privately owned stations; and fourth, exchange programs from sources outside of Canada, chiefly the United States and the United Kingdom. Commercial programs have much in common with the type of advertising programs employed in the United States except that the limitations of the Canadian market do not permit the elaborate continuities and high-priced talent which is possible with national coverage of a larger consumer market. Canadian programs on exchange with United Sttes stations have become increasingly popular.

Advertising — Radio advertising from privately owned stations and outlets controlled by the Broadcasting Corporation is conducted in the usual manner under established regulations. The advertising content of any program is limited to 10 per cent of the program period and specific regulations cover permissible material in advertising continuities.

Transcriptions—The use of transcriptions is generally prohibited between 7:30 and 11:00 p.m., but at other hours they are extensively employed by broadcasting stations. The recording of incoming overseas broadcasts is frequently undertaken to permit more timely release of programs. Special recording apparatus of the Marconi-Stille type has been installed in the Broadcasting Corporation's station at Ottawa for recording important events for rebroadcasting at later dates. Special short-wave receiving apparatus is located at Ottawa.

Regulations—Statutory authority to suppress radio interference is contained in the Canadian Broadcasting Act. Detailed regulations for control of programs, station operation, news service and advertising were issued by the Canadian Broadcasting Corporation, effective Nov. 1, 1937. In addition the 1936 radio statute itself contains regulatory provisions regarding chain broadcasting hookups and political broadcasts. Technical requirements for station equipment are promulgated by the Department of Transport. Federal jurisdiction over radiocommunication was determined by a ruling of the Imperial Privy Council, Feb. 9, 1932.

Sets in Use—1,672,000.

Stations—83.



CANADIAN STATIONS

Alberta

CFAC

"CALGARY'S FRIENDLY STATION"

CALGARY—EST. 1922

CBC & FOOTHILLS NETWORK

FREQUENCY: 930 Kc. POWER: 1000 Watts. OWNED BY: Calgary Herald. OPERATED BY: Taylor Pearson & Carson. BUSINESS ADDRESS: Southam Bldg. PHONE: R 1036-7. STUDIO ADDRESS: Southam Bldg. TRANSMITTER LOCATION: Forest Lawn. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Calgary Daily Herald. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

PERSONNEL

President .....H. R. Carson
Commercial Manager .....Ian McDonald
Chief Announcer .....Pat Freeman
Station Manager .....G. S. Henry
Publicity Director .....Fred McDowell
Musical Director .....Cecil Kappey
Chief Engineer .....R. Ericson

POLICIES

CBC regulations rule out all liquor advertising.

Supplies a free merchandising service.

REPRESENTATIVE

All Canada Radio Facilities

♦

CFCN

"THE VOICE OF THE PRAIRIES"

CALGARY—EST. 1922

CBC—ALBERTA EDUCATIONAL NETWORK

FREQUENCY: 1030 Kc. POWER: 10,000 Watts. OWNED BY: The Voice of the Prairies, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Toronto Gen. Trust Bldg. PHONE: M 1161. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Strathmore. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICES: Transradio Press, Radio News Assn. TRANSCRIPTION SERVICES: Standard Radio, MacGregor and Sollie, and Lang-Worth.

PERSONNEL

President .....H. G. Love
Commercial Manager .....E. H. McGuire
Chief Announcer .....Kel Traynor
Station Manager .....H. G. Love
News Editor .....D. E. Campbell
Chief Engineer .....P. M. McCoffery

POLICIES

No spot announcements on Sunday or after 7:30 P.M., except service announcements.

All continuity re foods or medical supplies must be approved by Ottawa.

Merchandising department to assist and work with advertiser on any campaign, etc.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

CJCJ

CALGARY

FREQUENCY: 690 Kc. POWER: 100 Watts. OWNED BY: Albertan Publishers, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Renfrew Bldg. PHONE: R 2001—M 5858. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2015 Salisbury Ave. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Albertan Publishers, Ltd. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: Lang-Worth Features, Titan Library.

PERSONNEL

President .....Gordon Bell
Chief Announcer .....M. H. McKenzie
Station Manager .....H. A. Webster
Sales Manager .....Rolfe Barnes
Musical Director .....Leslie Calvert
Chief Engineer .....Robert Henderson

POLICIES

Liquor advertising not permitted by provincial law. CBC policies prevail.

CFRN

EDMONTON—EST. 1934

CBC

FREQUENCY: 960 Kc. POWER: 100 Watts. OWNED BY: Sunwapta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 109 C. P. R. Bldg. PHONE: 23561-267. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jasper Place. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Canadian Press, Edmonton Bulletin, Ltd. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS BUREAU.

PERSONNEL

Commercial Manager .....H. F. Nielsen
Artists Bureau Head .....R. Wright
Chief Announcer .....S. Lancaster
Station Manager .....G. R. A. Rice
Sales Manager .....A. J. Hopps
Publicity Director .....D. E. Neale
Musical Director .....R. Wright
Chief Engineer .....F. Makepeace

POLICIES

No liquor advertising accepted; foreign language accounts accepted providing English translation of all copy sent with program.

Merchandising system of flash circulars which are mailed to all distributors of products advertised, in some cases supply window display cards.

REPRESENTATIVES

Joseph Hershey McGillvra (U.S.A.) (Toronto)
All Canada Broadcasting (Winnipeg-Toronto)

♦

CJCA

"VOICE OF THE GREAT NORTH WEST"

EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK—NBC

FREQUENCY: 730 Kc. POWER: 1000 watts. OWNED BY: Northwestern Publishers Ltd. "Edmonton Journal." OPERATED BY: Taylor & Pearson Broadcasting Co. Ltd. BUSINESS ADDRESS: Birk's Bldg. PHONE: 2-6131-2-3. STUDIO ADDRESS: Birk's Bldg. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: 8:00 a.m. to 12:00 p.m. (Sunday), 6:30 a.m. to 12:00 p.m. (weekdays), 6:30 a.m. to 1:30 a.m. (Saturday). NEWSPAPER AFFILIATION: Edmonton Journal. NEWS SERVICE: Canadian Press and local news. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, All Canada Radio Facilities Ltd.

PERSONNEL

Commercial Manager.....Wm. Cranston
Production Manager.....N. Botterill
Station Manager.....Frank H. Elphicke
Publicity Director.....Walter Dales
Continuity Editor.....James Allard
Technical Director.....Hastings McMahon

POLICIES

Does not accept beer and liquor advertising. No sponsored news broadcasts.

All continuity subject to approval of station management and Canadian Broadcasting Corporation regulations.

Merchandising service—which includes spot announcements introducing programs—calls on wholesale houses. Direct mail to retailers. Billboard advertising. Arranging window displays. Sales surveys—and participation in station advertising in certain northern Alberta publications.

REPRESENTATIVES

All Canada Radio Facilities Ltd.
Montreal, Toronto, Winnipeg, Calgary, Vancouver
Weed & Co.
N. Y., Detroit, Chicago, San Francisco

♦

CKUA

EDMONTON—EST. 1927

CBC—ALBERTA EDUCATIONAL NETWORK

FREQUENCY: 580 Kc. POWER: 500 watts. OWNED BY: University of Alberta. OPERATED BY: University of Alberta. BUSINESS ADDRESS: University of Alberta. PHONE: 3-2233-2-2131-12. STUDIO ADDRESS: Dept. of Extension, University campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 1:00 p.m. to 2:15 p.m.—6:00 p.m. to 8:30 p.m. (Monday to Friday).

PERSONNEL

President of the University.....W. A. R. Kerr
Chief Announcer.....H. P. Brown
Station Manager.....Donald Cameron
Program Director.....Sheila Marryat
Chief Engineer.....W. E. Cornish

POLICIES

Educational programs only.

♦

CFGP

GRANDE PRAIRIE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: Northern Broadcasting Corp., Ltd. BUSINESS ADDRESS: P. O. Box 175, Edmonton, Alta. STUDIO ADDRESS: Grande Prairie. TRANSMITTER LOCATION:

Grande Prairie. TIME ON THE AIR: Sunday, 9:00 A.M. to 12:00 noon and 2:00 P.M. to 6:00 P.M. Weekdays, 7:00 A.M. to 10:00 A.M.; 11:30 A. M. to 2:30 P.M.; and 5:00 P.M. to 8:00 P.M.

PERSONNEL

Manager ..... H. W. Brooker
Program Director ..... Paul Guy

POLICIES

All continuities must conform with the requirements of the management and the rules and regulations of the Canadian Broadcasting Corp.

♦

CJOC

"SUNNY SOUTH STATION"

LETHBRIDGE—EST. 1928

CANADIAN BROADCASTING CORP.

FREQUENCY: 950 Kc. POWER: 100 watts. OWNED BY: Lethbridge Broadcasting Co. OPERATED BY: H. R. Carson. BUSINESS ADDRESS: Marquis Hotel. PHONE: 3871-2. STUDIO ADDRESS: Marquis Hotel. TIME ON THE AIR: 6:15 a.m. to 12:15 a.m. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President ..... J. G. Hutchings
Commercial Manager ..... A. H. Nicholl
Chief Announcer ..... R. Buss
Station Manager ..... G. Gaetz
Publicity Director ..... C. A. Perry
Chief Engineer ..... R. Reagh

POLICIES

Does not allow liquor advertising. All continuities must conform to rules and regulations of the Canadian Broadcasting Corporation.

Limited number of foreign language accounts accepted.

Merchandising: The use of billboards calling attention to programs—newspaper listings and window displays are used.

REPRESENTATIVE

Weed & Company

British Columbia

CFPR

PRINCE RUPERT

FREQUENCY: 580 Kc. POWER: 50 Watts. OWNED AND OPERATED BY: F. E. Blatt. BUSINESS AND STUDIO ADDRESS: Prince Rupert. TRANSMITTER LOCATION: Prince Rupert.

CHWK

"THE VOICE OF THE FRASER VALLEY"

CHILLIWACK—EST. 1927

CBC & BC NETWORK

FREQUENCY: 780 Kc. POWER: 100 Watts. OWNED BY: Chilliwack Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 16 Wellington Ave. PHONE: 6106-2906. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:30 P.M. NEWS SERVICES: CBC-Canadian Press and Local. TRANSCRIPTION SERVICE: Hollywood Radio Attractions.

PERSONNEL

President ..... C. Casey Wells
Commercial Manager ..... C. Casey Wells
Advertising Manager ..... C. Casey Wells
Chief Announcer ..... R. G. Wells
Station Manager ..... C. Casey Wells
Sales Manager ..... C. Casey Wells
Publicity Director ..... C. Casey Wells
Musical Director ..... Bertram Turvey
Chief Engineer ..... Jack Dilling

POLICIES

No contracts accepted for advertising of mail order houses, chain stores, taverns, Sunday sports or amusements, or for advertising liquor, beer or wines.

Merchandising: Full cooperation with merchandising tie-ins. No charge for service.

REPRESENTATIVE

All Canada Radio Facilities

♦

CFJC

KAMLOOPS—EST. 1924

DOMINION BROADCASTING CO.

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Review Pub. Co. OPERATED BY: Kamloops Sentinel, Ltd. BUSINESS ADDRESS: 209 Victoria St. PHONE: 1018 and 1000. STUDIO ADDRESS: 322 Victoria St. TRANSMITTER LOCATION: North Kamloops. TIME ON THE AIR: 7:45 A.M. to 1:15 P.M. NEWSPAPER AFFILIATIONS: Kamloops Sentinel, Ltd. TRANSCRIPTION SERVICES: Transco and Hollywood Radio Attractions.

PERSONNEL

President ..... R. E. White
Commercial Manager ..... D. Homersham
Station Manager ..... D. Homersham
Sales Manager ..... J. Harling
Publicity Director ..... L. Irvine
Musical Director ..... R. Desmond
Chief Engineer ..... Geo. Henderson

POLICIES

As laid down under regulations for broadcasting stations made under the Canadian Broadcasting Act.

CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 100 Watts. OWNED BY: Okanagan Broadcasters, Ltd. OPERATED BY. Okanagan Broadcasters, Ltd. BUSINESS ADDRESS: Mill Ave. STUDIO ADDRESS: Mill Ave. TRANSMITTER LOCATION: Kelowna. TIME ON THE AIR: Full Time. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Managing Director .....J. W. B. Browne

POLICIES

All contracts subject to the regulations of the Canadian Broadcasting Corp.

REPRESENTATIVES

John E. Baldwin, Vancouver
All Canada Broadcasting System

♦

CJAT

"THE VOICE OF THE KOOTENAYS"

TRAIL—EST. 1931

CBC

FREQUENCY: 910 Kc. POWER: 1000 Watts. OWNED BY: Kootenay Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Victoria St. PHONE: 737. STUDIO ADDRESS: Victoria St. TRANSMITTER LOCATION: Warfield. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: NBC Thesaurus, and All-Canada Radio Facilities.

PERSONNEL

President .....B. A. Stimmel
Commercial Manager .....W. W. Baggs
Chief Announcer .....C. R. Smith
Station Manager .....T. G. Robinson
Chief Engineer .....E. C. Connor

POLICIES

Does not accept liquor or foreign language accounts.

REPRESENTATIVES

Weed & Company
All-Canada Radio Facilities

♦

CBR

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.
BRITISH COLUMBIA REGIONAL NETWORK

FREQUENCY: 1100 Kc. POWER: 5000 Watts. OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Canadian National Hotel. PHONE: 2511. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lulu Island. TIME ON THE AIR: Sunday, 9:00 A.M. to 11:00 P.M.; Week Days, 8:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Manager .....J. R. Radford

POLICIES

Alcoholic beverage advertising not accepted. Governed by the policies of the Canadian Broadcasting Corp.

♦

CKCD

VANCOUVER

FREQUENCY: 1010 Kc. POWER: 100 Watts. OWNED BY: Vancouver Province. OPERATED BY: Pacific Broadcasting Co., Ltd. BUSINESS ADDRESS: 198 Hastings West. PHONE: Seymour-2750-5137K. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 P.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Vancouver Daily Province. NEWS SERVICE: Local and national news lieup.

PERSONNEL

President .....W. G. Hassell
Commercial Manager .....W. G. Hassell
Advertising Manager .....W. G. Hassell
Chief Announcer .....W. G. Hassell
Station Manager .....W. G. Hassell
Sales Manager .....W. G. Hassell
Publicity Director .....L. F. Hassell
Musical Director .....Mabel Brown
Chief Engineer .....H. G. McCrady

POLICIES

CBC policies prevail.

♦

CKFC *

VANCOUVER

FREQUENCY: 1410 Kc. POWER: 50 Watts. OWNED BY: United Church of Canada. OPERATED BY: Standard Broadcasting System, Ltd. BUSINESS ADDRESS: 1001-1009 Stock Exchange Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Vancouver. TIME ON THE AIR: Shares Time with CKMO.

* No further information available after usual requests.

♦

CKMO

"THE PIONEER VOICE OF B.C."

VANCOUVER—EST. 1922

FREQUENCY: 1410 Kc. POWER: 100 watts. OWNED BY: Sprott Shaw Schools. OPERATED BY: N. C. Broadcasting System, Ltd. BUSINESS ADDRESS: 812 Robson St. PHONE: Sey. 8778-9. STUDIO ADDRESS: 812 Robson St. TRANSMITTER LOCATION: Sun Bldg. TIME ON THE AIR: 8:00 a.m. to 10:30 p.m. NEWSPAPER AFFILIATION: News Herald. NEWS SERVICES: Canadian Press & News-

Herald (local). TRANSCRIPTION SERVICE: Grow & Pitcher and (recorded British Library).

PERSONNEL

President.....R. J. Sprott
Commercial Manager.....H. M. Cooke
Chief Announcer.....Gordon Hodson
Station Manager.....H. M. Cooke
Publicity Director.....Phil Baldwin
Musical Director.....Allan Thompson
Chief Engineer.....Earnie Rusicka

POLICIES

Covered by regulations of the Canadian Broadcasting Corp.

Merchandising depends on the sponsor. Tie-up with stores and theaters.

♦

CKWX

VANCOUVER—EST. 1923

FREQUENCY: 1010 Kc. POWER: 100 Watts. OWNED BY: Western Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 801 W. Georgia St. PHONE: Seymour 2288. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1220 Seymour St. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. (average). NEWS SERVICE: Local news from Vancouver Sun. TRANSCRIPTION SERVICES: World Broadcasting System, All Canada Radio.

PERSONNEL

President .....A. Holmstead
Commercial Manager .....Reg. M. Dagg
Advertising Manager .....Reg. M. Dagg
Program Director .....Fred Bass
Station Manager .....A. Holmstead
Sales Manager .....Reg. M. Dagg
Publicity Director .....Reg. M. Dagg
Chief Engineer .....Ross MacIntyre

POLICIES

No liquor or foreign language programmes accepted. Station reserves right to edit copy, particularly on patent medicine advertising, although this latter is also passed upon by Dominion Department of Health.

Merchandising: Assists in merchandising programmes whenever and wherever possible. Movable window displays being prepared covering various allied products, which will be scheduled for windows throughout territory. Build-up broadcasting and publicity given, and station carries on small newspaper campaigns in papers throughout area pointing attention to entertainment to be listened to over station.

REPRESENTATIVE

Weed & Company (U.S.)

♦

CJOR

VANCOUVER—EST. 1926

FREQUENCY: 600 Kc. POWER: 500 watts. OWNED BY: G. C. Chandler. OPERATED BY: G. C. Chandler. BUSINESS ADDRESS: 846 Howe St. PHONE: Trinity 5321. STUDIO ADDRESS: 846 Howe St. TRANSMITTER LOCATION: Richmond Municipality. TIME ON THE AIR: 7:00 a.m. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Commercial Manager.....Don Laws
Chief Announcer.....Leo Trainor
Station Manager.....G. C. Chandler
Publicity Director.....R. E. Ford
Musical Director.....L. Trainor
Chief Engineer.....W. B. Smith

POLICIES

No liquor—discourage foreign languages.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

CFCT

VICTORIA—EST. 1923

DOMINION BROADCASTING CO.

FREQUENCY: 1450 Kc. POWER: 50 Watts. OWNED BY: Victoria Broadcasting Assn. OPERATED BY: Victoria Broadcasting Assn. BUSINESS ADDRESS: Radio Centre. PHONE: G-2014. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

PERSONNEL

General and Commercial Mgr...G. W. Deaville
Station Manager .....Bernard Deaville

REPRESENTATIVES

All-Canada Broadcasting System
Joseph Hershey McGillvra

Manitoba

CKX

"THE FRIENDLY STATION"

BRANDON—EST. 1928

CBC

FREQUENCY: 1120 Kc. POWER: 1000 Watts. OWNED BY: Manitoba Telephone System. OPERATED BY: Same. BUSINESS ADDRESS: Brandon. PHONE: 4532. STUDIO ADDRESS: 8th St. TRANSMITTER LOCATION: 1st St. North. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. (daily); 12:00 noon to 11:30 P.M. (Sunday). NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: All Canada Tran-

scription Library. MAINTAINS ARTISTS BUREAU.

PERSONNEL

Commercial Manager .....O. Craig
Advertsiing Manager .....O. Craig
Chief Announcer .....E. Davies
Station Manager .....W. F. Seller
Chief Engineer .....C. E. R. Collins

POLICIES

No liquor advertisements accepted. Governed by Canadian Broadcasting Corporation rules.

REPRESENTATIVES

All Canada Radio Facilities
Weed & Company

♦

C J R C

"MANITOBA'S FRIENDLY STATION"

WINNIPEG—EST. 1933

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: James Richardson & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Royal Alexandra Hotel. PHONE: 9-2266-7-8. TIME ON THE AIR: (daily) 7:30 A.M. to midnight. (Sunday) 11:00 A.M. to midnight. NEWS SERVICE: Transradio Press and own news service. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio, and Lang-Worth Features.

PERSONNEL

Commercial Manager ....J. L. C. Macpherson
Advertising Manager .....Geo. Titus
Chief Announcer .....J. Thompson
Station Manager .....H. R. McLaughlin
Publicity Director .....N. Chamberlain
Musical Director .....H. Green
Chief Engineer .....K. Cameron

POLICIES

No liquor advertising accepted.
Maintains a merchandising department.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

C K Y

WINNIPEG—EST. 1922

DOMINION BROADCASTING CO.

CANADIAN BROADCASTING CORP.

FREQUENCY: 960 Kc. POWER: 15000 Watts. OWNED BY: Manitoba Telephone System. OPERATED BY: Manitoba Telephone System. BUSINESS ADDRESS: Telephone Bldg. PHONE: 92-191. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: St. Francis Xavier. TIME ON THE AIR: Sunday, 11:00 A.M. to 12:00 midnight. Week Days, 7:30 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor, All Canada Radio Facilities.

PERSONNEL

Station Director .....John Lowry
Station Manager .....William Backhouse
Commercial Manager .....Percy Gaynor

POLICIES

Governed by the policies of the Canadian Broadcasting Corp.

REPRESENTATIVES

United Broadcast Sales, Ltd.
Weed & Co.

New Brunswick

C F N B

"THE VOICE OF THE MARITIMES"

FREDERICTON—Est. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: Jos. S. Neill & Sons Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Fredericton. PHONE: 209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 12:00 P.M. NEWSPAPER AFFILIATIONS: St. John Telegraph Journal, St. John Citizen. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President .....John Neill
Commercial Manager.....J. Stewart Neill
Chief Announcer.....Cleve Stillwell
Station Manager .....J. Stewart Neill
Sales Manager .....J. Stewart Neill
Chief Engineer.....Thomas B. Young

POLICIES

No liquor announcements and no foreign language.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

C K C W

MONCTON—EST. 1934

CBC—REGIONAL MARITIME

FREQUENCY: 1370 Kc. POWER: 100 watts, (1000 applied for). OWNED BY: Moncton

Broadcasting Co., Ltd. OPERATED BY: Moncton Broadcasting Co., Ltd. BUSINESS ADDRESS: K of P Bldg. PHONE: 1302-1432. STUDIO ADDRESS: K of P Bldg. TRANSMITTER LOCATION: Harrisville. TIME ON THE AIR: 8:00 a.m. to midnight. NEWSPAPER AFFILIATIONS: Moncton Transcript, Moncton Times. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: World Broadcasting System, and Standard Radio, Inc.

PERSONNEL

President.....J. L. Black
Commercial Manager.....F. A. Lynds
Artists Bureau Head.....S. B. Haines
Chief Announcer.....E. McCarron
Station Manager.....F. A. Lynds
Sales Manager.....A. B. Cooke
Musical Director.....“Whitey” Haines
Chief Engineer.....James A. White

POLICIES

All liquor advertising banned.
French language accounts accepted.
Complete merchandising department. Routine and novel tie-ins available.

♦

CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.

FREQUENCY: 1120 Kc. POWER 1,000 watts, d.; 500 watts, n. OWNED BY: New Brunswick Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Admiral Beatty Hotel. PHONE: 3-2307. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 6:15 A.M.—7:30 A.M. to 12:00 P.M. NEWSPAPER AFFILIATIONS: Telegraph-Journal, Times-Globe. NEWS SERVICES: Newspapers, Canadian Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....H. P. Robinson
Commercial Manager.....Geo. Cromwell
Advertising Manager.....L. W. Bewick
Artists Bureau Head.....de B. Holley
Chief Announcer.....de B. Holley
Station Manager.....L. W. Bewick
Publicity Director.....Chistine Fewings
Chief Engineer.....J. G. Bishop

POLICIES

No liquor advertisements.
Merchandising: Keeps in contact with trade interested in programs over our station.

REPRESENTATIVE

Joseph Hershey McGillvra

Nova Scotia

CHNS

“THE KEY STATION OF THE MARITIMES”

HALIFAX—EST. 1926

CBC AND MARITIME NETWORK

FREQUENCY: 930 Kc. POWER: 1000 watts. OWNED BY: Maritime Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Lord Nelson. PHONE: B-8318. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bedford, U. S. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Halifax Herald for News. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, and Lang-Worth.

PERSONNEL

President.....Andrew Robb
Commercial Manager.....J. L. Redmond
Advertising Manager.....Wm. C. Borrett
Artists Bureau Head.....L. L. Shatford
Chief Announcer.....Fletcher Coates
Station Manager.....William C. Borrett
Sales Manager.....William C. Borrett
Publicity Director.....William C. Borrett
Musical Director.....R. L. Fry
Chief Engineer.....A. W. Greig

POLICIES

No liquor advertisements accepted. All continuities subject to CBC regulations.

♦

CJCB-CJCX

“DOWN WHERE THE EAST BEGINS”

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Eastern Broadcasters, Ltd. OPERATED BY: Eastern Broadcasters, Ltd. BUSINESS ADDRESS: Radio Bldg. PHONE: 209-1412. STUDIO ADDRESS: Radio Bldg. TRANSMITTER LOCATION: South Bar, C.B. TIME ON THE AIR: 8:00 a.m. to midnight. NEWS SERVICE: Transradio Press and local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....N. Nathanson
Commercial Manager.....M. Grant
Advertising Manager.....R. H. Wright
Chief Announcer.....T. C. Robertson
Station Manager.....N. Nathanson
Sales Manager.....R. H. Wright
Publicity Director.....C. Nunn
Musical Director.....Mrs. A. F. McKinnon
Chief Engineer.....F. G. O'Brien

POLICIES

No liquor advertising.

Merchandising: Periodical contests by station involves all products being advertised during period of contest. Advertisers receiving proof of program's effectiveness.

REPRESENTATIVE

Joseph Hershey McGillvra
(N. Y. & Chicago)

♦

CKIC

WOLFVILLE

FREQUENCY: 1010 Kc. POWER: 50 Watts. OWNED BY: Acadia University. OPERATED BY: Same. BUSINESS ADDRESS: Wolfville. PHONE: 270. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time.

POLICIES

Non-commercial outlet.

♦

CJLS

"GATEWAY STATION OF THE MARITIMES"

YARMOUTH—EST. 1934

FREQUENCY: 1310 Kc. POWER: 1000 Watts. OWNED BY: Laurie L. Smith. OPERATED BY: Same. BUSINESS ADDRESS: Box 684 Yarmouth. PHONE: 500 and 316. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Grand Hotel. TIME ON THE AIR: 10:00 A.M. to 11:00 P.M. NEWS SERVICE: CJLS News Service. TRANSCRIPTION SERVICES: Lang-Worth Programs, Hollywood Radio Attractions.

PERSONNEL

Commercial Manager .....Laurie L. Smith
Artists Bureau Head .....Kaye Colburn
Chief Announcer .....O. W. Loeb
Station Manager .....Laurie L. Smith
Sales Manager .....O. W. Loeb
Publicity Director .....Miss Elsie Allen
Chief Engineer .....Laurie L. Smith

POLICIES

No liquor advertising accepted. Spot announcements limited to 100 words. No price mention allowed as per Dominion rules and regulations.

Publicity and complete program log listing in Maritime Provinces' newspapers.

Ontario

CKPC

BRANTFORD—EST. 1928

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Telephone City Broadcasting, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Arcade Bldg. PHONE: 625-1646. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mohawk Inst. TIME ON THE AIR: 7:30 A.M. to 2:00 P.M. and 5:00 P.M. to 12:00 midnight. NEWS SERVICES: Canadian Press. Christian Science Monitor, and local news. TRANSCRIPTION SERVICES: World Broadcasting System, and Standard Radio.

PERSONNEL

President .....A. G. Colvin
Commercial Manager.....J. D. Buchanan
Chief Announcer .....Hugh Bremner
Station Manager .....J. D. Buchanan
Sales Manager .....J. D. Buchanan
Chief Engineer .....Hugh Clark

POLICIES

No liquor or beer advertising. No price quotations. No announcements between 7:30 P.M. and 11:00 P.M.

Will circularize the retail trade as merchandising aid.

REPRESENTATIVES

All-Canada Broadcasting Company
United Broadcast Limited
Associated Broadcasting Co.

♦

CFCO

CHATHAM—EST. 1925

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 100 Watts. OWNED BY: Western Ontario's Community Station. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 275. PHONE: 2626. STUDIO ADDRESS: William Pitt Hotel. TRANSMITTER LOCATION: Chatham. TIME ON THE AIR: Sundays, 9:30 A.M. to 10:30 P.M.; Week Days, 7:30 A.M. to 1:30 P.M. and 4:30 P.M. to 11:15 P.M. NEWS SERVICE: Local and CBC News Service.

PERSONNEL

Owner-Manager .....John Beardall
Sales & Commercial Director.....P. A. Kirkey
Program Director .....Ross Wright
Chief Engineer .....Gordon Brooks

POLICIES

No liquor advertising. All programs and announcements subject to the approval of the station and must be in accordance with all government regulations.

Station has a complete merchandising service which includes dealer letters, assistance in obtaining window displays and announcements of advertiser's program before it is scheduled.

CKPR

FORT WILLIAM—EST. 1930

CBC

FREQUENCY: 730 Kc. POWER: 100 Watts. OWNED BY: Dougall Motor Car Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Radio Hall. PHONE: South 315. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. NEWS SERVICE: Own news tie-up. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President ..... H. F. Dougall
Commercial Manager ..... R. Parker
Advertising Manager ..... J. Hughes
Artists Bureau Head ..... I. Jones
Chief Announcer ..... John Downes
Station Manager ..... H. F. Dougall
Sales Manager ..... Ralph Parker
Publicity Director ..... J. Hughes
Chief Engineer ..... T. Ross

POLICIES

No liquor advertising accepted. Will accept foreign languages. No spot announcements after 7:30 P.M.

Will handle window display cards and direct mail campaigns.

REPRESENTATIVE

All-Canada Radio Facilities, Toronto, Montreal, Winnipeg

♦

CHML

HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 100 watts. OWNED BY: Maple Leaf Radio Co., Ltd. OPERATED BY: Maple Leaf Radio Co., Ltd. BUSINESS ADDRESS: Pigott Bldg. PHONE: 7-1539-1530. STUDIO ADDRESS: Pigott Bldg. TRANSMITTER LOCATION: Saltfleet. TIME ON THE AIR: 7:30 a.m. to midnight. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President ..... Hon. A. C. Hardy
Managing Director ..... Kenneth D. Soble
Assistant Manager ..... F. P. Hardy
Chief Engineer ..... C. R. Snelgrove

POLICIES

Follows the rules and regulations of the Canadian Broadcasting Corporation.

♦

CKOC

HAMILTON—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1120 Kc. POWER: 1000 watts. OWNED BY: Wentworth Radio Broadcasting Co., Ltd. OPERATED BY: Wentworth Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: John St., North. PHONE: 2-1445-4661-2. STUDIO ADDRESS: John St., North. TRANSMITTER LOCATION: Fruitland. TIME ON THE AIR: 7:30 a.m. to midnight. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President ..... James A. Midgley
Commercial Manager ..... Gordon Anderson
Advertising Manager ..... Gordon Anderson
Artists Bureau Head ..... Nellie Gray
Chief Announcer ..... Werner J. Bartmann
Station Manager ..... Gordon Anderson
Sales Manager ..... Gordon Anderson
Publicity Director ..... Wm. Guild
Musical Director ..... Chas. Wellinger
Chief Engineer ..... Leslie Horton

POLICIES

No liquor or wine advertising in co-operation with Canadian Broadcasting Corp. Patent medicines, etc. subject to approval of National Board of Health.

No requests for foreign language broadcasts.

Merchandising work in co-operation with agencies throughout Canada.

Studio seating capacity of one studio 135. Also co-operation of local theaters and ballroom of Royal Connaught Hotel, Hamilton.

♦

CFRC

KINGSTON—EST. 1923

CBC

FREQUENCY: 1510 Kc. POWER: 100 Watts. OWNED BY: Queens University and Kingston Whip-Standard. OPERATED BY: Same. BUSINESS ADDRESS: Kingston. PHONE: 616. STUDIO ADDRESS: Fleming Hall. TRANSMITTER LOCATION: Queens University. TIME ON THE AIR: 8:00 A.M. to 9:00 A.M.—12:00 noon to 11:00 P.M. NEWSPAPER AFFILIATION: Whip-Standard. NEWS SERVICE: Canadian Press Assoc. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Commercial Manager ..... James Annand
Advertising Manager ..... James Annand
Chief Announcer ..... Tom Warner
Station Manager ..... James Annand
Chief Engineer ..... Prof. H. S. Steward, M.S.

POLICIES

No liquor advertisements or patent medicine accounts accepted.

REPRESENTATIVE

Joseph Hershey McGillvra

CJKL

KIRKLAND LAKE—EST. 1933

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Arcade Bldg. PHONE: 27. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Timmins Press (Kirkland Lake edition). NEWS SERVICES: Transradio Press, and Canadian Press News. TRANSCRIPTION SERVICES: Standard Radio Library and Titan Library.

PERSONNEL

President .....R. H. Thomson
Commercial Manager .....Brian Shellon
Advertising Manager .....Jack Cooke
Chief Announcer .....Fin Hollinger
Station Manager .....Brian Shellon
Sales Manager .....G. Tonkin
Publicity Director .....J. Cooke
Musical Director .....Arthur Poynter
Chief Engineer .....Wm. Marks

POLICIES

No liquor advertising.

REPRESENTATIVES

Jack Cooke, Toronto
D. L. Bassett, Montreal

♦

CKCR

"THE FRIENDLY STATION"

KITCHENER—EST. 1925

REGIONAL HOOKUP

FREQUENCY: 1510 Kc. POWER: 100 watts. OWNED BY: W. C. Mitchell, G. Liddle. OPERATED BY: K. W. Broadcasting Co. BUSINESS ADDRESS: Waterloo Trust Bldg. PHONE: Kitchener 4360—Waterloo 108. STUDIO ADDRESS: Waterloo Trust Bldg. TRANSMITTER LOCATION: 24 King St., Waterloo. TIME ON THE AIR: 7:45 a.m. to 2:00 p.m. and 4:15 p.m. to 11:30 p.m. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

Commercial Manager.....W. C. Mitchell
Advertising Manager.....G. Liddle
Chief Announcer.....Phil Clayton
Station Manager.....W. C. Mitchell
Sales Manager.....G. Liddle
Musical Director.....Phil Clayton
Chief Engineer.....Tom Hartman

POLICIES

No liquor or beer advertising by order of the Canadian Radio Commission.

All programs and announcements must comply with Canadian Radio Commission regulations.

REPRESENTATIVES

All-Canada Broadcasting System
Associated Broadcasting Co.

CFPL

LONDON—EST. 1933 (CJGC est. 1922)

CANADIAN BROADCASTING CORP.

FREQUENCY: 730 Kc. POWER: 100 watts. OWNED BY: Free Press Pub. Co. OPERATED BY: Free Press Pub. Co. BUSINESS ADDRESS: London. PHONE: Metcalfe 5200. STUDIO ADDRESS: Free Press Bldg. TRANSMITTER LOCATION: Hotel London. TIME ON THE AIR: 8:15 a.m. to midnight. NEWSPAPER AFFILIATION: London Free Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

Station Manager.....Philip H. Morris
Sales Manager.....Philip H. Morris
Chief Engineer.....Lloyd York

POLICIES

Adheres to the rules of the Canadian Broadcasting Corporation.

♦

CFCH

NORTH BAY—EST. 1931

CBC

FREQUENCY: 930 Kc. POWER: 100Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Capitol Theatre Bldg. PHONE: 374-837. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Capitol Theatre Bldg. TIME ON THE AIR: 7:45 A.M. to 12:00 P.M. NEWSPAPER AFFILIATION: North Bay Nugget. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICES: Standard Radio, Titan Library.

PERSONNEL

President .....R. H. Thomson
Commercial Manager .....T. Darling
Advertising Manager .....J. Cooke
Chief Announcer .....Cliff Pickrem
Station Manager .....Tom Darling
Sales Manager .....V. Brooks
Publicity Director .....J. Cooke
Musical Director .....Bruce McLeod
Chief Engineer .....Allan Taylor

POLICIES

No liquor advertising accepted.

REPRESENTATIVES

Jack Cooke, Toronto
D. L. Bassett, Montreal

♦

CKTB

"THE STATION WITH A MILLION FRIENDS"

ST. CATHARINES—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: The Silver Spire Broadcasting Station Ltd. OPERATED BY: The Silver Spire Broadcasting Station Ltd. BUSINESS AD-

DRESS: 10 King St. PHONE: 3900. STUDIO ADDRESS: 10 King St. TRANSMITTER LOCATION: Rifle Range, Port Dalhousie. TIME ON THE AIR: (daily) 8:00 a.m. to midnight, (Sunday) 10:45 a.m. to 2:30 p.m. and 4:30 p.m. to midnight. NEWS SERVICE: Christian Science Monitor Newscast. TRANSCRIPTION SERVICE: United Broadcast Sales.

PERSONNEL

President.....E. T. Sandell
Chief Announcer.....Paul Frost
Station Manager.....F. Pauline Smyth
Publicity Director.....J. B. Mitchell
Musical Director.....W. G. Adamson
Chief Engineer.....W. H. Allen

POLICIES

Liquor, wine or beer advertising prohibited by Government; accept foreign language programs but not announcements. No spot announcements between 7:30 and 11:00 p.m.

Offers full merchandising cooperation.

REPRESENTATIVES

United Broadcast Sales Ltd.
Toronto
All-Canada Broadcasting System
Montreal

♦

CJIC

"YOUR RADIO STATION C J I C"

S S MARIE—EST. 1934

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Hyland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Windsor Hotel. PHONE: 360-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tarantorus. TIME ON THE AIR: 8:30 A.M. to 8:00 P.M. NEWSPAPER AFFILIATION: The Algoman (Weekly—owned by Station CJIC). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus and World Broadcasting System.

PERSONNEL

Station Manager.....J. G. Hyland
Commercial Manager.....J. G. Hyland
Advertising Manager.....J. G. Hyland
Artists Bureau Head.....J. C. Whitby
Chief Announcer.....Don Sims
Sales Manager.....J. G. Hyland
Publicity Director.....J. C. Whitby
Musical Director.....J. C. Whitby
Chief Engineer.....S. C. Cusack

POLICIES

No beer or liquor accounts accepted. All programs must conform with CBC rules and regulations.

Merchandising: The Algoman, weekly newspaper turned out by Station CJIC, lists names of programs, sponsors, write-ups at beginning of program and occasional mention later.

REPRESENTATIVE

Joseph Hershey McGillvra,
Toronto, N. Y. and Chicago

♦

CJCS

STRATFORD—EST. 1927

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: F. M. Squires. OPERATED BY: Same. BUSINESS ADDRESS: Windsor Hotel. PHONE: 1675-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 8:30 P.M. NEWS SERVICE: Local news and Transradio Press.

PERSONNEL

President .....F. M. Squires
Commercial Manager .....F. M. Squires
Advertising Manager .....F. M. Squires
Artists' Bureau Head .....F. M. Squires
Chief Announcer .....S. E. Tapley
Station Manager .....F. M. Squires
Sales Manager .....F. M. Squires
Publicity Director .....F. M. Squires
Musical Director .....A. L. Smith
Chief Engineer .....W. J. Stauffer

POLICIES

Usual conditions governing Dominion stations.

♦

CKSO

"NORTHERN ONTARIO'S KEY STATION"

SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: W. E. Mason-Sudbury Star. OPERATED BY: W. E. Mason-Sudbury Star. BUSINESS ADDRESS: 21 Elgin St. PHONE: 280. STUDIO ADDRESS: 21 Elgin St. TRANSMITTER LOCATION: Neelon Township. TIME ON THE AIR: 8:00 a.m. to 2:00 p.m. and 5:00 p.m. to 11:00 p.m. NEWSPAPER AFFILIATIONS: Sudbury Star. NEWS SERVICE: Canadian Press, Sudbury Star (local). TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

PERSONNEL

President.....W. E. Mason
Commercial Manager.....J. D. Kemp
Advertising Manager.....J. D. Kemp
Chief Announcer.....Wilf J. Woodill
Station Manager.....J. D. Kemp
Sales Manager.....J. D. Kemp
Publicity Director.....Wilf J. Woodill
Musical Director.....Walter Snider
Chief Engineer.....L. C. Parkes

POLICIES

CBC rules prevail.

Foreign language programs subject to approval of station.

Merchandising aids through newspaper listing, etc.

CKGB

"THE VOICE OF THE NORTH"

TIMMINS—EST. 1933

CBC

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Press Bldg. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Timmins Daily Press. NEWS SERVICES: Canadian Press, Transradio Press. TRANSCRIPTION SERVICES: Standard Radio and Titan Library.

PERSONNEL

President .....R. H. Thomson
Commercial Manager .....W. Wren
Advertising Manager .....J. Cooke
Chief Announcer .....Fred Darling
Station Manager .....William Wren
Sales Manager .....William Wren
Publicity Director .....J. Cooke
Musical Director .....G. Archibald
Chief Engineer .....Ed. Ryan

POLICIES

No liquor advertising. Accepts any foreign language.

REPRESENTATIVES

Jack Cooke, Toronto
D. L. Bassett, Montreal

♦

CBL

"THIS IS THE CBC"

TORONTO—EST. 1937

CBC—NBC

FREQUENCY: 850 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1 Hayter St. PHONE: Adelaide 7051—Lakeside 2817. STUDIO ADDRESS: 805 Davenport Rd. TRANSMITTER LOCATION: Hornby. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight (E.S.T.). NEWS SERVICE: CBC News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

For further information, refer to Canadian Broadcasting Corporation, Commercial Department, 1 Hayter Street, Toronto, Canada.

POLICIES

All programs subject to the regulations of the Canadian Broadcasting Corporation.

REPRESENTATIVE

Canadian Broadcasting Corp.

CBO

"SERVES THE OTTAWA VALLEY"

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.
OTTAWA REGIONAL NETWORK

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Chateau Laurier Hotel. PHONE: 2-1151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hawthorne. TIME ON THE AIR: Sundays, 10:00 A.M. to 12:00 midnight; Week Days, 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

PERSONNEL

Acting Station Manager.....W. C. Anderson
Sales Manager .....C. Orr
Senior Announcer .....W. E. S. Briggs
Publicity Director .....F. McPhee
Chief Engineer .....W. C. Anderson

POLICIES

Alcoholic beverage advertising not accepted. Governed by the policies of the Canadian Broadcasting Corp.

All advertising limited to 10 per cent of program time.

♦

CKCO

OTTAWA—EST. 1924

FREQUENCY: 1010 Kc. POWER: 100 Watts. OWNED BY: Controller G. M. Geldert, M.D. OPERATED BY: Controller G. M. Geldert, M.D. STUDIO ADDRESS: 372 Somerset St., West. TRANSMITTER LOCATION: Boone Island, Quebec. TIME ON THE AIR: Week Days, 8:00 A.M. to 11:00 P.M.; Sundays, 2:00 P.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

Manager .....G. M. Geldert

POLICIES

Beer and wine advertising accepted.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

CFLC

"THE VOICE OF THE MIGHTY ST. LAWRENCE"

PRESCOTT—EST. 1925

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Radio Association of Prescott. OPERATED BY: Same. BUSINESS ADDRESS: Ogdensburg. PHONE: 136-7. STUDIO ADDRESS: Prescott, Ont. TRANSMITTER LOCA-

TION: Prescott, Ont. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATION: Ogdensburg Advance-News. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President .....Chas. Plumb
Commercial Manager .....J. R. Brandy
Advertising Manager .....Thos. Whichard
Artists' Bureau Head .....H. J. Frank
Chief Announcer .....Bert Lindsay
Station Manager .....Loren Knight
Sales Manager .....Loren Knight
Publicity Director .....Wm. Pearson
Chief Engineer .....Loren Knight

POLICIES

No liquor or beer accounts or price mention.

Merchandising: Station's newspaper merchandising and advertising department dovetails with radio affiliation.

♦

CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 690 Kc. POWER: 10,000 watts. OWNED BY: Rogers Radio Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 37 Bloor St., W. PHONE: Mi. 3515-6—Mi. 4643-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Aurora. TIME ON THE AIR: 7:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: Evening Telegram, The Globe & Mail, The Daily Star. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President.....E. S. Rogers
Commercial Manager.....E. L. Moore
Chief Announcer.....Wes McKnight
Station Manager .....Harry Sedgwick
Musical Director .....Roy Locksley
Chief Engineer .....Jack Sharpe

POLICIES

Usual Dominion policies in effect.

REPRESENTATIVE

Joseph Hershey McGillvra
(N. Y. and Chicago)

♦

CKCL

"CANADA'S SPORTS MOUTHPIECE"

TORONTO—EST. 1923

CBC

FREQUENCY: 580 Kc. POWER: 100 watts. OWNED BY: H. S. Gooderham. OPERATED BY: Dominion Battery Co., Ltd. BUSINESS ADDRESS: 444 University Ave. PHONE: Adelaide 1014. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 20 Trinity St. TIME ON THE AIR: 7:45 A.M. to midnight. MAINTAINS ARTISTS BUREAU. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: Lang-Worth.

PERSONNEL

President.....Henry S. Gooderham
Commercial Manager.....A. E. Leary
Artists Bureau Head.....M. Rapkin
Chief Announcer.....J. Edgar Guest
Station Manager .....Albert E. Leary
Sales Manager .....Albert E. Leary
Publicity Director .....Maurice Rapkin
Musical Director .....Maurice Rapkin
Chief Engineer.....Ernest O. Swan

POLICIES

Abides by the rules of the Canadian Broadcasting Corporation. No liquor or beer advertising, only foreign language program is Jewish Hour Sundays at 3:00 P.M. CBC rules cover all other policies of the station.

No special merchandising tie-ups. Special transcription production service with artists and program ideas available. Transcriptions cut in either SOFT discs, or PRESSINGS, as desired.

♦

CBW

"YOUR COMMUNITY STATION"

WINDSOR—EST. 1935

CANADIAN BROADCASTING CORP.

FREQUENCY: 600 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Prince Edward Hotel. PHONE: Dial 4-4282. STUDIO ADDRESS: Prince Edward Hotel. TRANSMITTER LOCATION: Sandwich South. TIME ON THE AIR: daily) 4:30 p.m. to midnight, (Sunday) 2:00 p.m. to midnight, EST. NEWS SERVICE: Canadian Press.

PERSONNEL

General Manager...Major Gladstone Murray
Commercial Manager.....E. A. Weir
Chief Announcer.....G. Earle Whitteker
Station Manager.J. T. Carlyle, Toronto, Ontario
Chief Engineer.....F. J. Garrod

POLICIES

Alcoholic beverage advertising not accepted. All programs subject to the regulations of the Canadian Broadcasting Corporation and approval of the commercial department.

♦

CKLW

"AT YOUR SERVICE"

WINDSOR

MUTUAL

FREQUENCY: 1030 Kc. clear channel. POWER: 5000 Watts. OWNED BY: Western Ontario Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Union Guardian Bldg. Detroit. STUDIO ADDRESS: Guaranty Trust

Bldg., Windsor. TRANSMITTER LOCATION: Sandwich South Township. TIME ON THE AIR: 6:00 A.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

V-P & Managing Director.....Frank Ryan
Commercial Manager .....L. J. Dumahaut
Chief Announcer .....Joe Gentile
Station Manager .....J. E. Campeau
Publicity Director .....Val Clare
Chief Engineer .....U. J. Carter

POLICIES

Does not accept foreign language accounts; no liquor accounts as per CBC regulations.

Operates a research and merchandising department, also run advertising in local papers for commercial programs; also street car and bill board.

REPRESENTATIVE

J. Hershey McGillvra

♦

CKNX

"THE ONTARIO FARM STATION"

WINGHAM—EST. 1926

ALL-CANADA NETWORK

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: W. T. Cruickshank & B. Howard Bedford. OPERATED BY: Same. BUSINESS ADDRESS: Fields Bldg. PHONE: 158-W, 158-J. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 10:30 A.M. to 9:00 P.M. NEWS SERVICE: Christian Science Monitor and own news editor and correspondents. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Hollywood Radio Attractions, and Grow & Pitcher Agencies.

PERSONNEL

President.....W. T. Cruickshank
Commercial Manager.....B. H. Bedford
Advertising Manager.....H. J. Boyle
Artists Bureau Head.....W. J. Thurston
Chief Announcer.....Reg Douglass
Station Manager.....W. T. Cruickshank
Sales Manager.....B. Howard Bedford
Publicity Director.....B. H. Bedford
Musical Director.....W. J. Thurston
Chief Engineer.....W. T. Cruickshank

POLICIES

Canadian Broadcasting Corp. rules and regulations apply. Station has local policy against solicitation of mail to come to its address, except with special permission. Political broadcasting takes regular rates.

Merchandising: Weekly circular letter to all retail dealers handling CKNX products. Regular calls on retail dealers, setting up display material. Station build-up and newspaper publicity for all new features. No charge for service.

REPRESENTATIVE

Joseph Hershey McGillvra

Prince Edward Island

CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

CHARLOTTETOWN—EST. 1924

CBS—MARITIME

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Island Radio Broadcasting Co., Ltd. OPERATED BY: Island Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: Brace Bldg. PHONE: 741. STUDIO ADDRESS: Brace Bldg. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Grow & Pitcher, Lang-Worth, and Associated Broadcasting System.

PERSONNEL

President.....K. S. Rogers
Commercial Manager.....L. A. MacDonald
Advertising Manager.....M. E. Rogers
Artists Bureau Head.....L. A. McDonald
Chief Announcer.....L. Peppin
Station Manager.....K. S. Rogers
Sales Manager.....L. A. McDonald
Publicity Director.....K. S. Rogers
Musical Director.....Mrs. K. S. Rogers
Chief Engineer.....J. Q. Adams

POLICIES

Liquor advertising not accepted. Regulations of Canadian Broadcasting Corporation apply.

Merchandising: Details men contact wholesalers and retailers on all accounts.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

CHGS

SUMMERSIDE—EST. 1925

CBC

FREQUENCY: 1450 Kc. POWER 500 Watts (license); 100 Watts (actual operation). OWNED BY: R. T. Holman, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Water St. PHONE: 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Holman Bldgs. TIME ON THE AIR:

7:30 A.M. to 10:00 P.M. NEWS SERVICE: Christian Science Monitor.

PERSONNEL

President .....H. T. Holman
Chief Announcer .....J. E. Mellman
Station Manager .....R. L. Mollison
Sales Manager .....J. L. Holman
Chief Engineer .....W. R. Cannon

POLICIES

Liquor advertising not accepted.

Every merchandising assistance given in spotting window or counter displays in local stores.

Quebec

CRCS

CHICOUTIMI

FREQUENCY: 1120 Kc. POWER: 100 Watts. OWNED BY: Canadian Marconi Co. OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Chicoutimi. PHONE: 155. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 P.M. to midnight. NEWS SERVICE: Local news.

PERSONNEL

Chief Announcer .....Vilmond Fortin
Station Manager .....Vilmond Fortin
Chief Engineer .....J. E. Roberts

POLICIES

No liquor advertising. Exclusviely a French language station. CBC policies otherwise.

♦

CKCH

"BILINGUAL STATION OF THE OTTAWA VALLEY"

HULL—EST. 1933

CBC (AND PROVINCIAL)

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Hull Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 85 Champlain. PHONE: 2-1701. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsae Road. TIME ON THE AIR: 7:45 A.M. to 11:05 P.M. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus and Hollywood Radio Attractions.

PERSONNEL

President..... Josophat Pharand
Commercial Manager.....Paul H. Cormier
Artists Bureau Head.....A. Dupont
Station Manager.....Alexander Dupont
Musical Director.....Dirk Keetboos
Chief Engineer.....J. F. Champagne

POLICIES

Foreign language programs accepted. Beer and wine deals accepted. Other CBC rules apply.

REPRESENTATIVE

Dominion Broadcasting Co. (Toronto)

♦

CBF

MONTREAL—EST. 1937

NBC (RED & BLUE)—For Programs With French Announcements.

FREQUENCY: 329.7 Meters, 910 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corporation. OPERATED BY: Canadian Broadcasting Corporation. BUSINESS ADDRESS: 1231 St. Catherine St. West, Montreal. PHONE: Mar. 5211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Vercheres, Que. TIME ON THE AIR: 12:00 noon to 12:00 midnight. NEWS SERVICE: Canadian Press.

PERSONNEL

Commercial Manager .....J. A. Dupont
Chief Announcer .....J. DesBaillets
Station Manager .....John C. Stadler
Publicity Director .....Leopold Houle
Musical Director .....Jean-Marie Beaudet
Chief Engineer .....W. Reid

POLICIES

No liquor advertising accepted.

♦

CBM

MONTREAL—EST. 1933

NBC—(RED)

FREQUENCY: 285.5 Meters, 1050 Kc. POWER: 5000 Watts. OWNED BY: Canadian Broadcasting Corporation. OPERATED BY: Canadian Broadcasting Corporation. BUSINESS ADDRESS: 1231 St. Catherine St. West, Montreal. PHONE: Mar. 5211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Laprairie. TIME ON THE AIR: 12:00 noon to 12:00 midnight. NEWS SERVICE: Canadian Press.

PERSONNEL

Commercial Manager .....J. A. Dupont
Chief Announcer .....J. DesBaillets
Station Manager .....John C. Stadler
Publicity Director .....Leopold Houle
Musical Director .....Jean-Marie Beaudet
Chief Engineer .....W. Reid

POLICIES

No liquor advertising accepted in accordance with CBC rules.

CFCF
(Short Wave CFCX)

MONTREAL—EST. 1918

NBC (Blue) and CBC

FREQUENCY: 500 Kc. POWER: 500 Watts. OWNED BY: Canadian Marconi Co. OPERATED BY: Canadian Marconi Co. BUSINESS ADDRESS: 211 St. Sacrament St. PHONE: Marquette 7084-5-6. STUDIO ADDRESS: 1231 St. Catherine St. W. TRANSMITTER LOCATION: Mt. Royal Hotel. TIME ON THE AIR: 7:45 A.M. to 1:00 A.M. (daily); 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....A. H. Ginman
Commercial Manager.....V. F. Nielsen
Advertising Manager.....V. F. Nielsen
Chief Announcer.....J. A. Shaw
Station Manager.....Victor F. Nielsen
Sales and Publicity Director...Ernest H. Smith
Chief Engineer.....Kenneth R. Paul

POLICIES

No liquor advertising. Advertising for beer and wine only as per government regulations. No special restrictions otherwise.

No foreign language accounts.

No merchandising department maintained at present time.

REPRESENTATIVE

Weed & Company (in the U. S.)

♦

CHLP

"THE SPORTS' STATION"

MONTREAL—EST. 1933

FREQUENCY: 1120 Kc. POWER: 100 watts. OWNED BY: La Patrie Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: Sun Life Bldg. PHONE: Plateau 5225. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 180 St. Catherine St., W. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: La Patrie, La Presse, Le Canada, Le Devoir, L'Illustration, Montreal Daily Star, Montreal Herald, Montreal Gazette. TRANSCRIPTION SERVICE: Standard Radio.

PERSONNEL

President .....Marcel Lefebvre
Commercial Manager .....Marcel Lefebvre
Station Manager .....Marcel Lefebvre
Publicity Director .....Armand Goulet
Musical Director.....M. daSylva
Chief Engineer.....F. F. Tambling

POLICIES

Accepts beer and wine accounts only. French and English announcements only.

CKAC

"CANADA'S BUSIEST STATION"

MONTREAL—EST. 1922

CBS—PROVINCIAL BROADCASTING SYSTEM (KEY)

FREQUENCY: 730 Kc. POWER: 5000 Watts. OWNED BY: La Presse Pub. Co., Ltd. OPERATED BY: La Press Pub. Co., Ltd. BUSINESS ADDRESS: 980 St. Catherine St. PHONE: Lancaster 5125. STUDIO ADDRESS: 980 St. Catherine St. TRANSMITTER LOCATION: St. Hyacinthe Place. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: La Presse, The Star, The Herald-Gazette. NEWS SERVICE: United Press C/cac News Dept. La Presse. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth and Exclusive Parisian.

PERSONNEL

President.....Hon. P. R. Du Tremblay
Promotion Manager.....Andre Daveluy
Traffic Manager.....Flo Daniel
Artists Bureau Head.....Ferd Biondi
Chief Announcer.....Roy Malouin
Station Manager.....Phil Lalonde
Sales Manager.....Paul Ouellet
Publicity Director.....Louis Marisset
Program Director.....Yves Bourassa
Chief Engineer.....Leonard Spencer

POLICIES

Hard liquor not permitted. Price mentions not permitted. Commercial talks not accepted.

REPRESENTATIVE

Jos. H. McGillvra

♦

CHNC

"THE FRIENDLY VOICE OF THE MARITIMES"

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 960 Kc. POWER: 1,000 Watts. OWNED BY: Gaspesia Radio Broadcasting Co. OPERATED BY: Gaspesia Radio Broadcasting Co. BUSINESS ADDRESS: New Carlisle. PHONE: 38. STUDIO ADDRESS: New Carlisle. TRANSMITTER LOCATION: Church Line Road. TIME ON THE AIR: (daily) 8:00 A.M. to midnight; (Sunday) 11:00 A.M. to midnight (Atlantic Time). NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: Standard Radio, Titan-Hollywood Radio Attractions-Radio Products Co. & Lang-Worth.

PERSONNEL

President.....George M. Kempffer
Commercial Manager.....Dr. Ches Houde
Advertising Manager.....V. Bernard

Chief Announcer.....C. S. Chapman
Station Manager.....Dr. Ches Houde
Sales Manager.....Dr. Ches Houde
Publicity Director .....V. Bernard
Musical Director .....V. Bernard
Chief Engineer .....J. R. McGough

POLICIES

Accept beer and wine accounts; has no restrictions on foreign language programs. 100% bilingual (English and French).

REPRESENTATIVE

Joseph Hershey McGillvra
(N. Y. & Chicago)

♦

CHRC

"THE VOICE OF OLD QUEBEC"

QUEBEC

FREQUENCY: 580 Kc. POWER: 100 Watts. OWNED BY: CHRC, Limitee. OPERATED BY: CHRC, Limitee. BUSINESS ADDRESS: Victoria Hotel. PHONE: 2-8178. STUDIO ADDRESS: Victoria Hotel. TRANSMITTER LOCATION: Victoria Hotel. TIME ON THE AIR: (daily) 8:00 A.M. to midnight; (Sundays) 12:00 P.M. to midnight. NEWS SERVICE: Own News Service. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Lang-Worth and own disk library of 12,000 selections.

PERSONNEL

Station Manager.....J. N. Thivierge
Sales Manager.....J. A. Hardy
Artists Bureau Head.....Therese Lapointe
Chief Announcer.....T. H. Burham
Publicity Director.....J. D. Boudreau
Musical Director.....Gaston Voyer
Chief Engineer.....Oscar Marcoux

POLICIES

None other than governmental regulations.
Merchandising: Merchandising department in operation at convenience of sponsors.

REPRESENTATIVE

Jos. H. McGillvra, N. Y.
Nate P. Colwell, Toronto
George Besse, Chicago

♦

CKCV

"LA VOIX DU CANADA FRANCAIS"

QUEBEC—EST. 1925

CANADIAN BROADCASTING CORPORATION

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: CKCV, Limited. OPERATED BY: CKCV, Limited. BUSINESS ADDRESS: 142 St. John St. PHONE: 2-1585. STUDIO ADDRESS: 142 St. John St. TRANSMITTER LOCATION: 154 Marguerite-Bourgeois Ave. TIME ON THE AIR: 7:45 A.M. to 11:30 P.M. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

Commercial Manager.....Paul Lepage
Chief Announcer.....Gilles Duhamel
Station Manager .....Paul Lepage
Sales Manager .....Paul Lepage
Publicity Directar.....Jean Nel
Musical Director.....Edwin Belanger
Chief Engineer.....Charles Frenette

POLICIES

Rules and regulations of the Canadian Broadcasting Corporation.

REPRESENTATIVE

Associated Broadcasting Co.

♦

CRCK

QUEBEC—EST. 1934

CBC

FREQUENCY: 950 Kc. POWER: 1000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Room 4002 Chateau Frontenac. PHONE: 5658. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charlesbourg. TIME ON THE AIR: 5:00 P.M. to midnight. NEWS SERVICE: Canadian Press.

PERSONNEL

President .....L. W. Brockington
Chief Announcer .....P. Joubarne
Station Manager .....A. H. Houde
Chief Engineer .....Charles Frenette

POLICIES

The advertising of spirituous liquors is prohibited by statute of the Province of Quebec. The advertising of beer and wine is prohibited by a CBC regulation.

REPRESENTATIVE

Canadian Broadcasting Corp.

♦

CJBR

RIMOUSKI—EST. 1937

Canadian Broadcasting Corp.
Quebec Regional Network

FREQUENCY: 1030 Kc. POWER: 1000 Watts. OWNED AND OPERATED BY: Lower St. Lawrence Power Co. BUSINESS AND STUDIO ADDRESS: Power Bldg., St. John St. PHONE: 119. TRANSMITTER LOCATION: Notre-Dame du Sacre Coeur. TIME ON THE AIR: Weekdays, 9:00 A.M. to 11:00 P.M. Sundays, 12:00 noon to 11:00 P.M.

PERSONNEL

Manager .....G. A. Lavoie

POLICIES

All continuities are subject to the approval of the station management and must comply with the rules and regulations of the Canadian Broadcasting Corp.

♦

CHLT

"THE VOICE OF THE E. T."

SHERBROOKE—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: La Tribune Ltee. OPERATED BY: La Tribune Ltee. BUSINESS ADDRESS: 3 Marquette St. PHONE: 971. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: King St., East. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: La Tribune. TRANSCRIPTION SERVICE: World Broadcasting System.

PERSONNEL

President.....Hon. Jacob Nicol
Commercial Manager.....L. A. Vachon
Chief Announcer.....Rolland Bayeur
Station Manager .....Marcel Provost
Sales Manager .....Marcel Provost
Chief Engineer .....C. Charlebois

POLICIES

No special policies excepting usual CBC regulations.

REPRESENTATIVE

Dominion Broadcasting Co. (Toronto)

♦

CHLN

THREE RIVERS

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: Le Nouvelliste. BUSINESS AND STUDIO ADDRESS: Chateau de Blois. TRANSMITTER LOCATION: Three Rivers. TIME ON THE AIR: Weekdays, 8:00 A.M. to 11:30 P.M. Sundays, 12:00 noon to 11:30 P.M. NEWSPAPER AFFILIATION: Le Nouvelliste. TRANSCRIPTION SERVICE: World Broadcasting System.

POLICIES

Service of program department and announcers, French and English, in arranging and presentation of programs is available.

Saskatchewan

CHAB

MOOSE JAW—EST. 1922

CANADIAN BROADCASTING CORPORATION NETWORK

FREQUENCY: 1200 Kc. POWER 100 Watts. OWNED BY: CHAB, Limited. OPERATED BY: CHAB, Limited. BUSINESS ADDRESS: Grant Hall Hotel. PHONE: 2377, 2378, 2379. STUDIO ADDRESS: Grant Hall Hotel. TRANSMITTER LOCATION: Grant Hall Hotel. TIME ON THE AIR: (Monday to Friday) 7:00 A.M. to 11:30 P.M. (MST); (Saturday) 7:00 A.M. to midnight; (Sunday) 8:45 A.M. to 11:30 P.M. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Lang-Worth and European Recordings.

PERSONNEL

Station Manager.....H. C. Buchanan
Sales Manager.....E. W. Glover
Publicity Director.....J. S. Boyling
Program Director.....L. A. Bourgeois
Chief Engineer.....A. E. Jacobson

POLICIES

Liquor advertising not accepted. Foreign language accounts not accepted.

Merchandising: All national accounts contracted for 26 programs or over are merchandised by the station. This includes personal contact, window display, press notices and spot announcements drawing attention to the series.

REPRESENTATIVE

All-Canada Radio Facilities, Ltd., Canada
Weed & Company, U. S. A.

♦

CKBI

PRINCE ALBERT

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: R. E. Price and L. E. Moffatt. BUSINESS AND STUDIO ADDRESS: Canada Bldg. TRANSMITTER LOCATION: Prince Albert. TIME ON THE AIR: Week Days, 7:45 A.M. to 11:00 P.M. Sundays, 11:00 A.M. to 10:00 P.M.

PERSONNEL

Manager .....R. E. Price
Technical Director.....L. E. Moffatt

REPRESENTATIVE

All Canada Broadcasting System
Joseph Hershey McGillvra

♦

CJRM

"THE VOICE OF SASKATCHEWAN"

REGINA—EST. 1926

CBC—GRAIN BELT NETWORK

FREQUENCY: 540 Kc. clear channel. POWER: 1000 Watts. OWNED BY: James Richardson & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Saskatchewan Life Bldg. PHONE: 8424-6282. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Belle Plain. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. M.S.T. NEWS SERVICE: Transradio Press. (Exclusive to this station ni the Province of Saskatchewan). TRANSCRIPTION SERVICE: World Broad-

casting Service, Lang-Worth and Standard Program Service.

PERSONNEL

President .....James Richardson
Commercial Manager .....F. V. Scanlan
Chief Announcer .....D. E. (Don) Wright
Mgr. Radio Division .....H. R. McLaughlin
Station Manager .....F. V. Scanlan
Sales Manager .....B. Pirie
Publicity Director .....N. Chamberlain
Musical Director .....S. Hillier
Chief Engineer .....B. (Bert) Hooper

POLICIES

No liquor Advertising Accepted. Foreign language programs accepted. Advertising content and policy subject to the rules and regulations of the Canadian Broadcasting Corporation. All advertising for food products and patent medicines subject to the approval of the Department of National Health and Pensions, Ottawa.

Station will co-operate with the agency or client in any merchandising tie-in or promotion.

REPRESENTATIVE

Joseph Hershey McGillvra

♦

CKCK

"SASKATCHEWAN'S PIONEER BROADCASTING STATION"

REGINA—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 1000 watts. OWNED BY: Leader-Post, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Leader Bldg. PHONE: 8525-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Victoria Plains. TIME ON THE AIR: (Daily) 7:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Leader-Post, Ltd. NEWS SERVICES: Canadian Press, Christian Science Monitor. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Library, McGregor & Sollie, Radio Producers, Inc., and Transco.

PERSONNEL

Commercial Manager.....A. J. Balfour
Artists Bureau Head.....W. A. Speers
Station Manager.....M. V. Chesnut
Publicity Director.....D. McMillan
Musical Director.....A. R. Smith
Chief Engineer.....E. A. Strong

POLICIES

No liquor advertising. Usual Canadian restrictions.

Full time merchandising department employed for program exploitation, and for arranging window displays and theatre lobby displays.

REPRESENTATIVES

Weed & Co. (U.S.A.)
All-Canada Radio Facilities, Ltd. (Canada)

♦

CFQC

SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 840 Kc. POWER: 1000 watts. OWNED BY: A. A. Murphy & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Saskatoon. PHONE. 5374-7282. STUDIO ADDRESS: 216 First Ave., N. TRANSMITTER LOCATION: Exhibition Grounds. TIME ON THE AIR: 7:30 A.M. to 11:00 P.M. (MST). NEWS SERVICES: Canadian Press, Christian Science Monitor. TRANSCRIPTION SERVICE: NBC Thesaurus.

PERSONNEL

President.....A. A. Murphy
Commercial Manager .....Vernon Dallin
Advertising Manager .....Vernon Dallin
Chief Announcer.....C. Cairns
Station Manager.....A. A. Murphy
Sales Manager.....Vernon Dallin
Publicity Director.....J. H. Wells
Musical Director.....C. Cairns
Chief Engineer.....S. Clifton

POLICIES

Liquor restrictions as per Canadian Broadcasting Corporation.

REPRESENTATIVE

Joseph Hershey McGillvra (USA only)

♦

CJGX

YORKTON—EST. 1928

FREQUENCY: 1390 Kc. POWER: 100 Watts. OWNED BY: James Richardson & Sons, Ltd. OPERATED BY: James Richardson & Sons, Ltd. BUSINESS ADDRESS: Royal Alexandra Hotel. PHONE: Winnipeg 9-2266. STUDIO ADDRESS: Royal Alexandra Hotel. TRANSMITTER LOCATION: Yorkton. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M., EST.

PERSONNEL

Commercial Manager....J. L. C. Macpherson
Advertising Manager.....Geo. Titus
Chief Announcer.....Jack Thompson
Station Manager.....H. R. McLaughlin
Sales Manager.....N. B. LeRoy
Publicity Director.....N. Chamberlain
Musical Director.....H. Green

POLICIES

No liquor ads.
Maintains a merchandising department.

REPRESENTATIVE

Joseph Hershey McGillvra

CANADIAN STATIONS WITH NEWSPAPER AFFILIATIONS

Alberta

CFAG, Alberta, Calgary, Albertan, 100 watts, 930 kilocycles. Full time. Gordon S. Henry, mgr.

CJCJ, Alberta, Calgary, Alberta, 100 watts, 690 kilocycles. H. A. Webster, mgr.

CJCA, Edmonton, Journal, 1,000 watts, 730 kilocycles. Full time. Frank H. Elphicke, mgr.

British Columbia

CFJC, Kamloops, Kamloops Sentinel, 1,000 watts, 880 kilocycles. Full time. Ralph E. White, mgr.

CKCD, Vancouver, Vancouver Daily Province, 100 watts, 1010 kilocycles.

Ontario

CFPL, London, London Free Press, 100 watts, 730 kilocycles. Full time. Philip H. Morris, program director.

CKSO, Sudbury, Sudbury Star, 1,000 watts, 780 kilocycles. Full time. J. D. Kemp, mgr.

Quebec

CHLP, Montreal, Montreal La Patrie, 100 watts, 1,120 kilocycles. Full time. Marcel Lefebvre, dir.

CKAC, Montreal, La Compagnie De Publications De La Presse, Ltee., 5,000 watts, 730 kilocycles. Phil Lalonde, dir. (TP), (UP).

CHLT, Sherbrooke, La Tribune, Ltee., 100 watts, 1,210 kilocycles. L. A. Vachon, mgr.

Saskatchewan

CKCK, Regina, Regina Leader-Post, 1,000 watts, 1,010 kilocycles.

The foregoing stations are owned or controlled by newspapers or are stations in which a newspaper has an interest either as an affiliate, part owner, or through an interlocking directorate. Listing includes, in the following order: Station call letters, city in which studio is located, name of paper, power, kilocycle channel, operating time, name of manager and subscription to a commercial press service. The three services offering news for sale to stations are United Press (UP), International News Service (INS), and Transradio Press Service (TP).

CANADIAN AGENCY RECOGNITION

The 15 per cent agency commission is allowed for net station time and, on network contracts it is allowed on wire line costs, exclusive of any charges for special pick-ups which shall be net.

1. Agencies recognized by the C. D. N. A.
2. Agencies not recognized by the C. D. N. A.
3. A second 15 per cent agency commission shall not be allowed except when contracts are negotiated through NBC, CBS or MBS.
4. It is required:—

   (a) that the agency be free from client ownership, either direct or indirect.

   (b) that the agency be an independent organization, in a position to serve both the client and the CBC without bias.

   (c) that the agency retain the full commission paid by the CBC and furnish upon request satisfactory evidence that this has been done.
5. Agencies may be called upon to give evidence that their activities are confined exclusively to the placement and service of advertising for their clients and that they do not engage in any other business.

STATIONS OF MEXICO

Despite the chaotic conditions existing the majority of the time, broadcasting in Mexico has made rapid advances within the past year. Today there are one hundred and fifteen stations licensed to operate in Mexico, many of which are heard clearly in the United States.

The list which follows has been checked with the Mexican Consul as of Feb. 1, 1938. The power authorized as listed is not strictly adhered to in all cases.

Call Letters	Location	Frequency Kilocycles	Power Authorized Watts
XEA	Guadalajara, Jalisco	1060	125
XEAA	Mexicali, Baja California	750	200
XEAB	Taluca, Mexico	1060	250
XEAC	Tijuana, Baja California	980	1000
XEAF	Nogales, Sonora	990	750
XEAG	Cordoba, Vera Cruz	1310	10
XEAI	Mexico, Distrito Federal	1250	500
XEAL	Mexico, Distrito Federal	660	1000
XEAM	Matamoros, Tamaulipas	750	25
XEAO	Mexicala, Baja California	660	250
XEAP	Ciudad Obregon, Sonora	1340	50
XEAQ	Tijuana, Baja California	1090	1000
XEAS	Saltillo, Coahuila	1160	50
XEAT	Hidalgo del Parral, Chihuahua	1210	250
XEAW	Reynosa, Tamaulipas	960	100000
XEAZ	T. Calderon, Zacatecas	1230	200
XEB	Mexico, Distrito Federal	1030	10000
XEBA	Ciudad Guzman, Jalisco	1080	20
XEBC	Agua Caliente, Baja California	730	5000
XEBF	Jalapa, Vera Cruz	6090	100
XEBG	Tijuana, Baja California	820	1000
XEBH	Hermosillo, Sonora	930	500
XEBI	Aguascalientes, Aguascalientes	1000	25
XEBJ	Merida, Yucatan	1160	20
XEBK	Nuevo Laredo, Tamaulipas	1030	100
XEBL	Mazatlan, Sinaloa	1220	50
XEBM	Mazatlan, Sinaloa	15300	50
XEBO	Irapuato, Guanajuato	1310	25
XEBP	Durango, Durango	1150	250
XEBQ	Mazatlan, Sinaloa	6030	15
XEBR	Hermosillo, Sonora	11820	150
XEBS	Mexico, Distrito Federal	1340	200
XEBT	Mexico, Distrito Federal	6000	500
XEBU	Chihuahua, Chihuahua	1200	50
XEBX	Sabinas Coahuila	640	250
XEBZ	Mexico, Distrito Federal	810	100
XEC	Tijuana, Baja California	1150	100
XECR	Mexico, Distrito Federal	7380	20000
XECU	Guadalajara, Jalisco	6075	45
XECW	Mexico, Distrito Federal	1310	10
XECZ	San Luis Potosi, San Luis Potosi	1370	100
XED	Guadalajara, Jalisco	1160	2500
XEDA	General Anaya, Distrito Federal	1220	200
XEDF	Nuevo Laredo, Tamaulipas	810	100
XEDP	Mexico, Distrito Federal	1080	———
XEDQ	Guadalajara, Jalisco	9520	100
XEDW	Minatitlan, Vera Cruz	1150	20
XEE	Durango, Durango	1210	50

XEF . . .	Ciudad Juarez, Chihuahua	980	100
XEFA . .	Tacuba, Distrito Federal	——	500
XEFB . .	Monterrey, Nuevo Leon	870	200
XEFC . .	Merida, Yucatan	550	100
XEFE . .	Nuevo Laredo, Tamaulipas	980	250
XEFI . . .	Chihuahua, Chihuahua	1440	250
XEFJ . . .	Monterrey, Nuevo Leon	1230	100
XEFL . . .	Tijuana, Baja California	1150	250
XEFM . .	Leon, Guanajuato	1160	20
XEFO . .	Mexico, Distrito Federal	940	5000
XEFQ . .	Cananeh, Sonora	1010	50
XEFT . .	Vera Cruz, Vera Cruz	9550	12
XEFV . .	Ciudad Juarez, Chihuahua	1210	100
XEFW . .	Tampico, Tamaulipas	1310	300
XEFZ . .	Mexico, Distrito Federal	1370	100
XEG . . .	Monterrey, Nuevo Leon	1230	250
XEGW . .	Mexico, Distrito Federal	6110	250
XEH . . .	Monterrey, Nuevo Leon	720	250
XEI . . .	Morelia, Michoacan	1370	125
XEJ . . .	Ciudad Juarez, Chihuahua	1020	1000
XEJP . .	Mexico, Distrito Federal	1130	100
XEJW . .	Mexico, Distrito Federal	870	500
XEK . . .	Mexico, Distrito Federal	990	100
XEKL . .	Leon, Guanajuato	1240	500
XEL . . .	Mexico, Distrito Federal	1100	250
XELA . .	Saltillo, Coahuila	1240	50
XELO . .	Piedras Negras, Coahuila	580	50000
XELZ . .	Mexico, Distrito Federal	1370	1000
XEME . .	Merida, Yucatan	1240	50
XEMO . .	Tijuana, Baja California	860	5000
XEMU . .	Piedras Negras, Coahuila	580	250
XEMX . .	Mexico, Distrito Federal	1280	100
XEN . . .	Mexico, Distrito Federal	780	1000
XENC . .	Mexico, Distrito Federal	860	50
XENT . .	Nuevo Laredo, Tamaulipas	910	150000
XEOK . .	Tijuana, Baja California	760	2500
XEOO . .	Mexico, Distrito Federal	1150	100
XEP . . .	Ciudad Juarez, Chihuahua	1160	500
XEPN . .	Piedras Negras, Coahuila	580	100000
XERA . .	Villa Acuna, Coahuila	840	250000
XES . . .	Tampico, Tamaulipas	990	250
XET . . .	Monterrey, Nuevo Leon	690	5000
XETB . .	Torreon, Coahuila	1310	125
XETF . .	Vera Cruz, Vera Cruz	1220	12
XETH . .	Puebla, Puebla	1210	100
XETM . .	Villahermosa, Tab	11730	50
XETW . .	Tampico, Tamaulipas	6045	100
XEU . . .	Vera Cruz, Vera Cruz	1010	250
XEUW . .	Vera Cruz, Vera Cruz	6020	20
XEW . . .	Mexico, Distrito Federal	890	50000
XEWI . .	Mexico, Distrito Federal	11900, 6015	400
XEWB . .	Guadalajara, Jalisco	11710	15
XEWW . .	Mexico, Distrito Federal	9500, 6080, 15160	10000
XEX . . .	Monterrey, Nuevo Leon	1310	125
XEXA . .	Mexico, Distrito Federal	11880, 6133	100
XEXB . .	Jalapa, Vera Cruz	1270	250
XEXC . .	Aguascalientes, Aguascalientes	810	350
XEXD . .	Jalapa, Vera Cruz	1340	350
XEXE . .	Texcoco, Mexico	1270	17
XEXH . .	San Luis Potosi, San Luis Potosi	1250	250
XEXM . .	Mexico, Distrito Federal	610	500
XEXP . .	Monterrey, Nuevo Leon	2500	30
XEXR . .	Mexico, Distrito Federal	11895, 6065	100
XEXS . .	Mexico, Distrito Federal	1310, 6200	100
XEXX . .	Mexico, Distrito Federal	1170	1000
XEYO . .	Mexico, Distrito Federal	610	500
XEZ . . .	Merida, Yucatan	630	500

TELEVISION



STATIONS

Personnel ***Facilities***

•

F.C.C. Regulations

•

Facsimile Broadcasting

•

Television Progress in

England ***Germany***

France ***Italy***

TELEVISION
BROADCASTING STATIONS

As of Feb. 1st, 1938

Group A—2000 to 2100 kc.; *Group B*—42000 to 56000 kc.; *Group C*—60000 to 86000 kc.; *Group D*—Any 6000 kc. frequency band above 110000 kc. excluding 400000 to 401000 kc.

Licensee and Location	*Letters Call*	*Frequency (kc) or Group*	*POWER Visual*	*Aural*
Columbia Broadcasting System New York, N. Y.	W2XAX	B, C	50 w C. P. granted for 7500 w	
Don Lee Broadcasting System Los Angeles, Calif.	W6XAO	B, C	150 w	150 w
Farnsworth Television, Inc., of Pa. Springfield, Pa.	W3XPF	B, C	4 kw	1 kw (C.P. only)
First National Television, Inc. Kansas City, Mo.	W9XAL	B, C	300 w	150 w
General Television Corp. Boston, Mass.	W1XG	B, C	500 w	
The Journal Company Milwaukee, Wis.	W9XD	B, C	500 w	
Kansas State College of A. & A. S. Manhattan, Kansas	W9XAK	A	125 w	125 w
National Broadcasting Co., Inc. New York, N. Y.	W2XBS	B, C	12 kw	15 kw
National Broadcasting Co., Inc. New York, N. Y.	W2XBT	92000, 175000-180000	400 w	100 w (C.P. only)
Philco Radio & Television Corp. Philadelphia, Pa.	W3XE	B, C	10 kw	10 kw
Philco Radio & Television Corp. Philadelphia, Pa.	W3XP	204000-210000	15 w	..... (C.P. only)
Purdue University West Lafayette, Ind.	W9XG	A	1500 w	
Radio Pictures, Inc. Long Island City, N. Y.	W2XDR	B, C	1 kw	500 w
RCA Mfg. Co., Inc. (Portable) Bldg. No. 8 of Camden Plant	W3XAD	D (124000 to 130000)	500 w	500 w
RCA Mfg. Co., Inc. Camden, N. J.	W3XEP	B, C	30 kw	30 kw
RCA Mfg. Co., Inc. Portable—Mobile	W10XX	B, C	50 w	
The Sparks-Withington Co. Jackson, Mich.	W8XAN	B, C	100 w	100 w
University of Iowa Iowa City, Iowa	W9XK	A	100 w	
University of Iowa Iowa City, Iowa	W9XUI	B, C	100 w	
Dr. George W. Young Minneapolis, Minn.	W9XAT	B, C	500 w	

C.P. denotes that an authorization has been issued to construct a television broadcast station. Upon completion of equipment tests and license application filed, Commission may grant license for television broadcast.

F. C. C. REGULATIONS

Applicable to Television and Facsimile Broadcasting Stations

The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.

Television Broadcast Stations

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will be issued for both visual and aural broadcast as hereinafter set out.

A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the television broadcast art.

2. That the program of research and experimentation will be conducted by qualified engineers.

3. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

(a) A licensee of a television broadcast station shall not make any charge, directly or indirectly, for the transmission of either aural or visual programs.

(b) In the case of experimental televising of the production of a commercial broadcast program, all commercial announcements not a part of the entertainment continuity shall be eliminated from the television broadcast except the mere statement of the name of the sponsor or product or the televising of the trade-mark, symbol, slogan or product of the sponsor; provided, however, that when the program transmission is incidental to the experiments being conducted and not featured, and subject to interruptions as the experiments may require, the commercial announcements may be broadcast aurally.

(c) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmission of the aural or visual program by a television broadcast station, nor shall commercial accounts be solicited by the licensee of another broadcast station or network, or by others acting in their behalf upon the representation that the commercial program will also be transmitted by a television broadcast station.

(d) The synchronized sound (aural) program of a television broadcast station may be broadcast by a regular broadcast station, provided:

1. That no announcements or references shall be made over the regular broadcast station regarding the operation of the television broadcast station, except the mere statement that the program being transmitted is the sound or aural program of a television broadcast station (identify by call letters).

2. That the call letter designation when identifying the television broadcast station shall be given on its assigned frequency only.

(a) The following groups of frequencies are allocated by bands for assignment to television broadcast stations on an experimental basis:

Group A	*Group B*
2000 to 2100 kc	42,000 to 56,000 kc
Group C	*Group D*
60,000 to 86,000 kc.	Any 6,000 kc frequency band above 110,000 kc excluding 400,000 to 401,000 kc.

(b) A licensee of a television station for Group A shall carry forward a comprehensive program of experimentation to determine the secondary or rural coverage of the station, and shall suitably locate receiving equipment and other apparatus, and shall make the necessary measurements to determine the quality and characteristics of the secondary or sky-wave service area. Television transmission only will be authorized in this band, and each license will authorize the entire band. No aural broadcast will be authorized therein.

(c) A license for a television broadcast station in groups B, C or D will specify a frequency band wherein two adjacent carrier frequencies shall be selected, one for the visual and one for the aural broadcast. The lower carrier frequency shall be for visual broadcast and the higher carrier frequency for the aural broadcast.

(d) A licensee will be granted only one station in each frequency group for operation in the same service area.

(e) An application may be made for one frequency band (to include the visual and the aural carriers) in groups B, C and D. However, if it is desired to operate in more than one group, it will be necessary to make separate applications for a station in each group.

(f) Applicants shall specify the band width of the emissions required for the proposed transmission.

(g) Carrier frequencies shall be so selected and emissions controlled that no emission from any cause will result outside the frequency band authorized by the license.

(h) An applicant shall select a frequency band in the group which is believed best suited for the experiments to be conducted and will cause the least or no interference to established stations.

The power output rating of a television broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of television programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the television broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

Facsimile Broadcast Stations

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.
2. That the program of research and experimentation will be conducted by qualified engineers.
3. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of another broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

(a) The following frequencies are allocated for assignment to facsimile broadcast stations on an experimental basis provided no interference is caused to the television stations operating in the band 2000-2100 kilocycles:

2012 kc 2016 kc 2096 kc

(b) If the facsimile program of research and experimentation cannot be

(*Please turn to page* 451)

MODERN TELEVISION SYSTEMS

By HARRY R. LUBCKE

Director of Television of the Don Lee Broadcasting System, Los Angeles

Modern television systems may be divided into two groups: the electronic, and the mechanical. In the first group are found the Image Dissector tube of Philo T. Farnsworth, of Farnsworth Television, the Iconoscope of V. K. Zworkyin, of the Radio Corporation of America, and the cathode ray tube of antiquity. In the second group, recent advances have made the mechanical disk a superior means for scanning motion picture film, and the Scophony method of multiple light control is a competitor of the cathode ray tube for exhibiting the received image.

The Image Dissector is a glass enclosed vacuum tube containing a uniform photoelectric surface at one end and a tiny aperture at the other. The scene to be transmitted, either live or film, is focused upon the photoelectric plate by a lens. Electrons are given off at each and every point on the surface according to the light intensity striking that point. The "electron image" of the scene thus created is caused to traverse the tube to the aperture, being focused to a sharp image thereat and being deflected systematically thereover to accomplish scanning, thereby producing a television signal. The traverse is effected by applying voltages to the tube electrodes, and the focusing and deflection by magnetic fields produced by current flowing through coils surrounding the tube.

A device known as an "electron multiplier," a current amplifier as distinguished from the ordinary radio tube which is a voltage amplifier, has been developed and made a part of recent Dissector tubes.

The Iconoscope is also a glass enclosed vacuum tube, but contains a special photoelectric surface in its principal enclosure and a cathode-ray "electron gun" in a narrow extension thereof. The special surface is known as the "mosaic" and is composed of an innumerable number of minute photoelectric globules, each insulated from the other, and forming in effect an innumerable number of separate photoelectric cells. The scene to be transmitted is again focused upon the photoelectric surface by a lens. Electrons are given off as before, but this time each globule, since it is insulated, assumes a positive potential proportional to the light that falls upon it. Once each complete scanning of the image, an electron beam constantly emitted from the electron gun discharges each globule and thereby produces the television signal. The charging process takes place all the time, except the instant when the beam discharges the particular globule. This storage process is an important one, although its full possibilities have not been attained at the present time.

These two devices are truly "electric" eyes. They are creations of the modern age. All credit is due the inventors, and the organizations behind them, in making these devices practical tools in the hands of present-day television engineers.

In the transmission of film, certain characteristics of the mechanical arrangement cause the result to be accomplished in a particularly satisfactory manner. Although the modified motion picture projector required to run off the film is a mechanical device itself, the advantage of mechanical pickup is not because it coacts efficiently with another mechanical device, but because a true shading of the image is secured.

The mosaic type pickup tube does not produce the electrical representation of the background of the scene being transmitted. This must be inserted dur-

ing each performance by operation of the "shading controls" which introduce compensating electrical waveforms into the television signal. With the mechanical scanner this manipulation is not required.

The use of this scanner is particularly prevalent in Germany. The Fernseh A. G. ("Television Corporation"), where over one hundred men are engaged in research on all systems of television, have recently made known their high-definition mechanical film scanner. The work of the D. S. Loewe organization in this regard is also known.

In England, "Television" reports that the mechanical film transmissions of the Baird System were more clearly received by the public than the present film pickup with the Emitron mosaic tube. The Scophony System utilizes a mirror drum for film transmission.

In the United States the Bell Laboratories of the American Telephone & Telegraph Company have developed a mechanical film scanner for use in their coaxial cable work. The Don Lee Broadcasting System uses the mechanical method for film scanning and the mosaic tube for direct pickup.

The modern mechanical scanner is, however, a far cry from its low-definition predecessors. Low-definition television, formerly in use throughout the world, may be defined as television systems employing a standard of from 30 to 120 lines. The present high definition television may be defined as any greater lineage than this, but is usually taken to mean standards of from 240 to 441 lines.

Without new principles of operation, the fundamental scanning disk or mirror drum would be incapable of transmitting an accurate image. The mechanical tolerances required transcend the art of the skilled machinist. The manner in which these limitations are overcome has not yet been disclosed by those who have developed this equipment.

In order that the subject matter seen by the electric eyes or taken from motion picture film be reproduced at a distance requires the coaction of a host of cooperating devices.

Scanning sources, which produce electrical waveforms of special shapes, are required to operate pickup tubes and also the cathode-ray tubes at the receiver. Amplifiers, developed from the type utilized in radio, but capable of amplifying a band of frequencies from thirty to over two million cycles per second are used at both transmitter and receiver. Television transmitters and receivers, or a coaxial cable handling this wide band width, must be utilized to transport the television signal from the point of origination to the distant point of observation. Finally, the receivers must be held in step with the transmitter by a process called synchronization, and the foundation upon which modern television has been built, the cathode-ray tube, is required to display the image.

If sound is to accompany the visual performance, microphone, amplifiers, a transmitter, receivers, and loudspeakers must be provided for a second channel of communication.

The perfection of several of these devices has been required in order to make present high-definition television possible.

Considering these devices in order, we find that present-day scanning sources produce rectilinear (straight-line) "sawtooth" waveforms, to the end that the scanning spot in the camera and on the cathode ray tube screen moves from one side to the other fairly "slowly" (in one thirteen-thousandth of a second!) but returns to start the next trace in less than one-tenth that time. "High vacuum" thermionic tubes are now largely utilized, replacing the former gas triodes, or Thyratrons, although the latter may still be used in simplified receivers.

The amplifiers are usually of the resistance — capacitance coupled type with compensating inductances or feedback to secure the wide frequency band. Transformer coupling, as widely used in radio, is not suitable. It falls to the amplifier, in cooperation with the scanning sources, to provide the various blanking, pedestal, and synchronizing waveforms which must be inserted in the television signal.

The modern television signal is a composite of several waveforms, assembled in a manner hardly known ten years ago. It is universal practice to place the image signal on one side of the axis and the synchronizing pulses on the other side. In usual radio broadcasting, both sides of the axis are occupied by the more or less "sine wave" quality of speech and music. In television, the two sides of the axis are utilized for separate functions, one side for carrying the image variations of intensity, the other side for synchronization purposes. At the receiver the waveform is essentially "split in half" by the synchronizing equipment. The two parts are directed to the proper portions of the receiving apparatus to make the receiver operate as a whole. The synchronizing equipment is nearly human in carrying out this process.

The television transmitters invariably operate on ultra-high frequency chan-

(*Please turn to page* 451)

THE PROBLEM OF SYNCHRONIZATION

By

R. LORENZEN

Television Engineer

REGARDLESS of what type of television system is used, the key problem is always the synchronization of the transmitted and received images. That such is the case is obvious when it is remembered that the image is transmitted point by point. Each point in the picture received must correspond with the one transmitted not only in the intensity of illumination but also as regards its location on the viewing screen. If the received image does not correspond point for point in its position on the viewing screen with the image at the transmitter there will result only a jumble of light and dark areas. This point for point correlation of received and transmitted images is effected by synchronizing the received and transmitted video impulses.

TECHNIQUES EMPLOYED

The techniques employed in obtaining synchronization are largely determined by the manner in which the televised picture is scanned.

SCANNING WAVES

Until relatively recently sine wave scanning, or some variant thereof, was used almost exclusively. Certain apparently insoluble problems temporarily retarded the further development of this method and investigators turned to saw-tooth scanning. By using saw-tooth scanning the problem of synchronization was solved, but only by making the television receiver complicated, critical, expensive, and entirely unsuited for public consumption.

Any worthwhile television system for the home must employ a synchronization technique of such nature that the synchronization is entirely accomplished at the transmitter. From this point of view, a television system which uses saw-tooth scanning is only pseudo-synchronized for, although the transmitter sends out synchronizing impulses, final synchronization is effected at the receiver.

Fortunately, the difficulties encountered in using sine wave scanning have been eliminated and it is now possible to construct a television system in which the synchronization is entirely controlled at the transmitter. Furthermore, when sine wave scanning is employed the television receiver requires less complex circuits and is much simpler to operate. In consequence of this, the receiver could be sold at a lower price than when saw-tooth scanning is used.

FCC AND TELEVISION

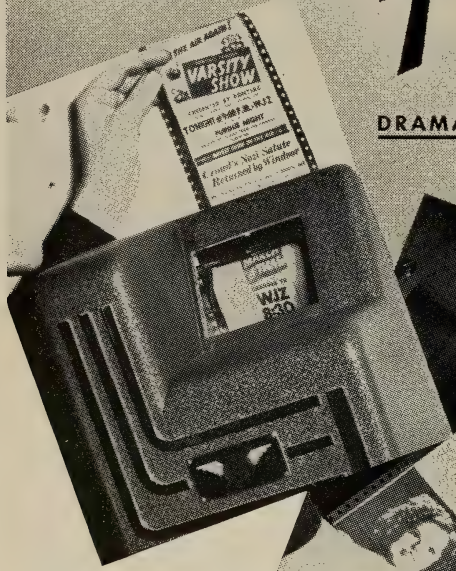
The Federal Communications Commission to date has wisely refrained from issuing commercial television licenses for it does not wish the public to spend its money on unsatisfactory television apparatus. Many large corporations, however, have spent huge sums in developing television systems based on saw-tooth scanning. They are now demanding a standardization of television usage which depends on this method despite its proven deficiencies.

The future of commercial television therefore depends largely upon the stand to be taken by the Federal Communications Commission regarding its practice in licensing commercial television stations.

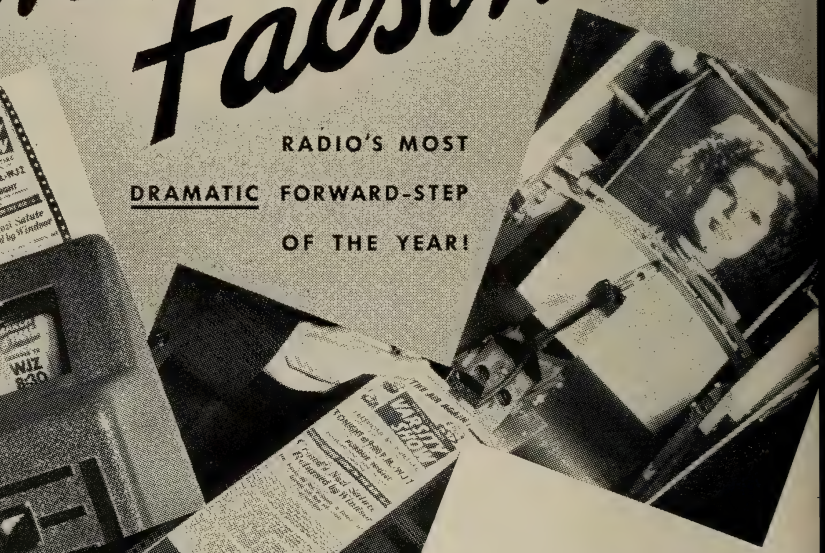
THE A B C OF

Finch Facsimile

RADIO'S MOST DRAMATIC FORWARD-STEP OF THE YEAR!

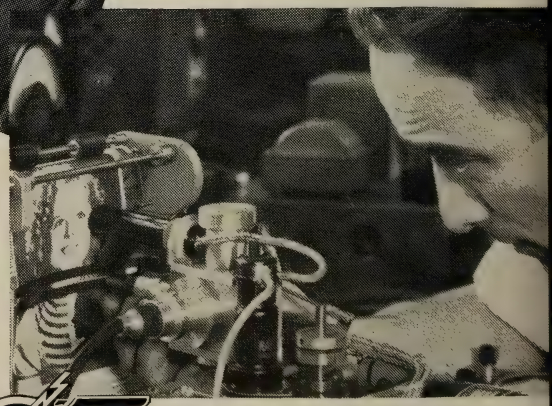


Facsimile Recorder which, early in 1938, pioneer broadcasters will place in test homes for experimental transmission. Hardly more than a foot square; complete in a single unit; automatic; works on any radio.



Electric "Pen" in Recorder, which, actuated by signals from broadcasting station, swings to and fro in automatic step with transmitter, silently printing while citizens sleep. With few moving parts, these simplified Recorders make facsimile possible in remote districts.

Facsimile Copy as it issues from the Recorder. Two columns wide; carries news bulletins, photographs, advertising, opening up tremendous new sources of revenue to broadcasters. Recorder holds week's supply of paper; cost to consumer, approx. 20c week.



Radio facsimile as a vital public service is here now. Under Finch patents the following stations have been licensed for facsimile broadcasting, FCC having granted permits for experimental use of regular frequencies, full power, from midnight to six a. m.

WGH—250 watts—Newport News, Va.
KSTP—25,000 watts—St. Paul, Minn.
WHO—50,000 watts—Des Moines, Iowa
WSM—50,000 watts—Nashville, Tenn.
WCLE—500 watts—Cleveland, Ohio
WHK—2,500 watts—Cleveland, Ohio

The laboratories are open to licensed broadcasters for demonstration, by appointment. Call PLaza 5-6570.

William Finch

Scanning Head with photoelectric eye, in compact, easily operated transmitting apparatus, which plugs into ordinary broadcasting amplifiers without equipment changes; translates printed matter, line-cuts, half-tones, photos, into electrical signals which can be sent over regular channels.

FINCH TELECOMMUNICATIONS LABORATORIES, INC.
27 WEST 57th STREET, NEW YORK CITY

FCC REGULATIONS - - - - *(Con't from page 446)*

properly carried forward on the frequencies in subsection (a) of this rule due to the characteristics of these frequencies, applicants may request and be assigned any frequency specified in Rule 1073 on an experimental basis.

(c) Other frequencies under the jurisdiction of the Commission may be assigned for experimental operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

(d) Each facsimile broadcast station will be licensed for only one frequency except in subsection (b) of this rule more than one frequency may be licensed to one station if need therefor is shown.

(e) Each applicant shall specify the frequency or frequencies desired and the maximum modulating frequencies proposed to be employed.

(f) The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency assignments as shown by Rule 980, provided, however, where a more strict adherence to the assigned frequency is necessary to prevent interference, the Commission will specify the tolerance.

(g) A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with Rules 980 to 986, inclusive, and Rules 1030 to 1039, inclusive, excluding Rule 1035.

The power output rating of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of facsimile programs.

2. Comprehensive report of research and experimentation conducted.

3. Conclusions and program for further developments of the facsimile broadcast service.

4. All developments and major changes in equipment.

5. Any other pertinent developments.

MODERN TELEVISION SYSTEMS - - *(Con't from page 448)*

nels, usually from 44,000 to 72,000 kilocycles. This removes troubles from sky waves and fading, such as found in broadcast and short wave radio, but restricts the useful range of a transmitter to a future maximum of probably eighty-five miles. Compared to present fifty kilowatt broadcast transmitters, most television transmitters are of medium power, rarely exceeding eight kilowatts.

New methods of modulation are often employed. A modified grid bias method has been employed by the Don Lee organization for several years. The Philco organization has recently made known a "transmission line" method where the modulator is placed at the end of a quarter wavelength line properly connected to the transmitter-antenna transmission line.

The original filamentless cathode ray tube of Braun of a half-century ago little resembled the precise instrument of today. Usually employing electrostatic focusing taken from the new field of electron optics, an "electron gun," powered by a heater type cathode filament, produces a small but intense beam of electrons at the narrow end of a cathode-ray tube. This beam is deflected, either by deflection plates or by deflection coils, over the fluorescent screen which is located on the large or viewing end of the tube. The output of the receiver scanning sources, synchronized by the incoming synchronizing pulses being applied to the plate or coils, causes the moving spot of light, formed on the fluorescent screen by the impact of the electron beam upon it, to be at all times in the same relative position on the receiver screen as is the exploring spot at the transmitter pickup tube or film scanner.

The sound channel of television is essentially a duplicate of present high frequency broadcasting, "apex," facilities.

In this way is modern television accomplished. It employs instrumentalities previously unknown, and others borrowed from parent arts which have been perfected to an unbelievable degree. All this to accomplish a fundamental human desire, the ability to see at a distance, as we are now able to hear at a distance over the radio.

EXPERIMENTAL FACSIMILE BROADCAST STATIONS

(Authorized by FCC as of Jan. 15, 1938)
AUTHORIZED TO USE REGULAR BROADCAST BAND

●

The Federal Communications Commission, realizing the value of facsimile broadcasting, has granted 17 experimental licenses to stations to further the advancement of the ever growing service. Eight important stations, servicing rich commercial markets during the regular broadcast periods, are now experimenting with facsimile during the early morning hours. Seven short wave stations are also licensed by the FCC for experimental work in facsimile.

1938, with its many promises for the added advancements in all phases of broadcasting, is already well on its way insofar as facsimile is concerned. Major manufacturing companies are confident that the current year will find the creation of a new market, facsimile, and that by 1939, facsimile will be a household byword.

●

Call Letters	*Licensee and Location*	*Frequency Kilocycles*	*Power Authorized Watts*
WGH . .	Hampton Roads Broadc. Corp., Newport News, Va...	1310	100
WHO . .	Central Broadcasting Co., Des Moines, Ia.....	1000	50000
WOR . .	Bamberger Broadcasting Service, Newark, N. J.....	710	5000
KSTP . .	National Battery Broadcasting Co., St. Paul, Minn...	1460	10000
KFBK . .	McClatchy Broadcasting Co., Sacramento, Calif.....	1490	5000
KMJ . .	McClatchy Broadcasting Co., Fresno, Calif.....	580	1000
KSD . .	Pulitzer Publishing Co., St. Louis, Mo.....	550	1000
WSM . .	Natl. Life & Accident Ins. Co., Nashville, Tenn.....	650	50000
WHK . .	Radio Air Service Corp.....	1390	1000
WGN . .	WGN, Inc., Chicago, Ill.....	720	50000

Short Waves

Call Letters	*Licensee and Location*	*Frequency Kilocycles*	*Power Authorized Watts*
W2XBK .	W. G. H. Finch Labs., Inc., New York, N. Y.....	1614, 2389, 3492.5, 4797.5, 6425, 8655	250
W10XGU .	W. G. H. Finch Labs., Inc., New York, N. Y.....	31600, 38600, 41000	250
W1XMX .	Yankee Network, Inc., Boston, Mass.....	41000	500
W7XBD .	Oregonian Publishing Co., Portland, Ore.....	1614, 2012, 3492.5	1000
W2XR . .	Radio Pictures, Inc., New York, N. Y.....	1614, 2012, 2398, 23100, 41000, 86000-400000	1000
W9XAG .	The Journal Co., Milwaukee, Wis.....	1614, 2398, 3492.5, 4797.5, 6425, 8655	1000
W9XAF .	The Journal Co., Milwaukee, Wis.....	41000	500

FACSIMILE BROADCASTING

By

W. G. H. FINCH

President and Technical Director, Finch Telecommunications Labs., Inc.

During the early months of 1938 pioneering broadcasters in many sections of the country will inaugurate a new form of radio transmission with vast potentialities for public service and augmented revenue. The name of this new service is facsimile, "first cousin" of television since it shares with it some of the same basic principles.

Unlike its more glamorous and well-publicized relation, facsimile steps into broadcasting service from other communications fields in which it has already proved its capabilities in a quiet but exceedingly effective manner. For facsimile, as most radio men know, has been in daily commercial use for several years in speeding news photos back and forth across the country via telephone circuits, and across the Atlantic by short wave radio.

In spite of the rapid development and use of everyday wire and radio facsimile service, few are aware of its greater capabilities as a mass communications medium in the broadcasting field. This is largely because of the fact that facsimile transmissions have been almost entirely employed to handle press photographs for subsequent newspaper reproduction, and in the average layman's mind this is the limitation of the method. Many, also, confuse television with facsimile and ask why television will not ultimately perform the same duty.

For these reasons, the first questions to be answered are, "What is facsimile, how does it differ from television, and how does it fit into the radio broadcasting picture?"

FACSIMILE OPERATION

Briefly, in non-technical language, facsimile in its electrical communications sense, involves the conversion of illustrations, or other copy such as printed matter, into an electrical signal which can be sent over telephone or radio communications circuits. At the receiver the signal is automatically converted back into its visible form, appearing as a recorded replica of the original copy. The received copy is permanent and like a printed page can be handled, observed or read whenever desired. It is somewhat as if an amazingly compact printing press, installed at the receiving location, were to be remotely controlled by the distant transmitter and in the process effected the printing of a duplicate of the copy seen at the distant point.

TELEVISION AND FACSIMILE

Television, like facsimile, involves the conversion of visible aspects of subjects into electrical signals which can be sent to distant points. However, the speed of this conversion is such that ordinary telephoto circuits or conventional aural broadcasting equipment cannot handle the signal. Costly co-axial cables with associated high frequency signalling ap-

paratus or special ultra-high frequency radio transmitters and receivers are therefore called in to do this difficult job.

In addition, there is as much difference in the technique of the two communications mediums as there is between the making of a newspaper and a motion picture. For primarily, where facsimile is concerned only with the transmission and subsequent recording of copies of still subjects such as pictures, and printed pages, television deals with moving objects or persons. The image on the screen of a television receiver has the basic qualities of a motion picture. The image moves, it is transitional, and when the show is over the screen is blank. Since nothing has been recorded the images will not be seen unless someone watches the screen when they are received.

Facsimile and television thus perform widely different functions. Each will fit into the communications picture as separate services, having fundamental distinctions as widely divergent as those of the public press and the motion picture.

FACSIMILE TRANSMISSION

The more technical phases of facsimile transmission and reception are generally understood by radio and sound engineers. For those who want to know just how radio facsimile transmission is effected a brief description of the Finch Facsimile Transmitter, to be used by the majority of the pioneering facsimile broadcasters as licensees under the Finch patents, will probably clarify some points in question.

The facsimile transmitter of the type to be employed by the pioneering stations in the forthcoming experimental service employs a scanning machine in which the copy to be sent over the air is inserted in what is termed the "copy head." This holds and advances the copy in front of a "scanning head," consisting of a small electric bulb, lens system and photocell. Light from the bulb is focused as a small spot on the surface of the paper carrying the copy, and the reflected light is picked up by the light-sensitive photocell. The scanning head is moved from side to side by an electric motor so that the spot of light traces a series of parallel paths across the copy, which is moved upwards through a distance equal to the diameter of the light spot at the end of each scanning stroke. In this manner, the entire surface of the paper is scanned, line by line, the black, half-tone and white areas reflecting to the photocell varying amounts of light ranging from minimum to maximum. These variations in reflected light effect a change in the amount of electric current flowing through the photocell, which in turn controls the loudness of a high-pitched, whistle-like tone. The tone, called the "facsimile carrier" with its rising and falling aural characteristics, is then applied to ordinary broadcast amplifiers. These deliver it to the radio transmitter in the same manner in which aural broadcast signals are handled. Any conventional broadcasting receiver tuned to the frequency of the transmitter will then pick up the signals. However, in order for the broadcasting listener to utilize these signals he must have a recording machine to convert them back into their visible equivalents on paper.

FACSIMILE RECORDER

The Finch Home Facsimile Recorder is used for this purpose. The recording machine in many ways is similar to the scanning instrument. What is termed a "receiving copy head" holds the dry electrosensitive recording paper, which is fed as a continuous strip two columns wide from a roll carried in the lower part of the machine. A recording stylus is then moved by a small electric motor from side to side across the surface of the paper, forming marks on the paper corresponding in position and quality to the elements of the copy at the transmitter. When the incoming signal is loudest the line traced is darkest, when it is weakest no trace is formed. At the end of each of these recording strokes the paper is moved up by an amount equal to that of the width of each line element. By means of extremely short low-tone synchronizing control impulses sent out by the transmitter just before the start of each recording stroke and by the use of a small motor turning over at a predetermined speed the recording stylus always moves across the paper in step with the scanning head of the transmitter, recording copy in its proper position, regardless of the type of electrical power supply of the different states in which transmitter and receivers may be located. The recorded copy is built up line by line to appear as a duplicate of the original.

HOME RECORDING SETS

The actual home recording machine, which at present costs $125.00 because it is made in limited quantities, is small enough to be housed as a complete unit in a cabinet approximately a foot square. It may be connected without auxiliary amplifying equipment to the output circuit of any broadcast receiver having a

power rating of three watts or more. A switch in the loud speaker circuit is then employed to cut the speaker off during the recording of facsimile broadcasts. The broadcasting station from which facsimile signals are sent is tuned in with the receiver as if regular aural programs were to be received. The facsimile recorder is switched on and the volume control of the receiver is turned to the point where copy has the desired contrast. The actual recording operation is wholly automatic and requires no attention.

AUTOMATIC RECORDING

The simple statement that recording is automatic may seem relatively unlimportant to the average reader, but it is largely the solution of the automatic recording problem that has made it possible for Finch Telecommunications Laboratories to pioneer in its present work in opening the home facsimile field. For until the development of an automatic machine and inexpensive dry recording paper of wide latitude which requires no liquids for moistening or smudgy carbon transfer for printing, the adaptation of facsimile recording methods to home service seemed rather remote. These conditions were recognized as prerequisites as early as 1933 when first radio tests of the basic Finch Facsimile system were conducted over station W10XDF, located at Teterboro Airport. The result is that the home facsimile machine safely operates without attention throughout long facsimile broadcasting periods. The machine holds a roll of dry recording paper which is automatically fed as long as facsimile signals are received. Each roll holds enough paper to provide for a week's recording operations without reloading. Recording papers in a number of different color combinations have been developed, but it is believed that stock on which the facsimile copy appears as black on either a white or orange background will be most popular. Other combinations include red on a white background, green on white, yellow on white, and blue on white.

ACTUAL FACSIMILE BROADCASTING

The obvious questions at this point are, "When will facsimile broadcasts occur and what stations will handle them?" The answer is that during the experimental period and probably thereafter facsimile broadcasts will take place during the early morning hours between midnight and 6 A.M. when aural broadcasting facilities are ordinarily idle. Simple time clocks will turn the radio receiver and recording motor on and off at specified hours. "Printing" of illustrated news bulletins, with latest news flashes, photographs, market reports, weather maps, cartoons, recipes, aural program announcements and illustrated advertisements of all sorts, will thus be effected in homes while their occupants sleep, the machine being practically silent in operation and entirely automatic in its operation. The result is a complete up-to-the-minute two column illustrated news bulletin ready to read at breakfast time.

GENERAL

This, to some who are not familiar with facsimile developments, sounds like one of H. G. Wells' prophecies. That it is not is attested to by the fact that at the present writing some of the leading broadcasting stations in the country have already been granted FCC permits to inaugurate such a service using regular broadcasting frequencies and full power between midnight and 6 A.M. in experimental transmissions to determine public reaction and to obtain basic engineering data for future facsimile services. Stations already licensed on this basis are: WGH, Newport News; KSTP, St. Paul, Minneapolis; WHO, Des Moines; WSM, Nashville; WOR, Newark; WCLE, Cleveland; WHK, Cleveland; WGN, Chicago; KSD, St. Louis; KFBK, Sacramento; and KMJ, Fresno. In addition, other important stations have applied to FCC for similar facsimile permits.

Facsimile transmissions of these stations will start as soon as the necessary equipment has been delivered and installed.

When the experimental period has demonstrated the value of facsimile broadcasting service and when publicity and advertising to consumers gets under way, we anticipate great difficulty in supplying public demand for home recorders. Because facsimile, like television, will inevitably capture the public imagination and when it does another dynamic new industry comparable to aural radio broadcasting will be born.

TELEVISION ABROAD

Foreign television during the past year made numerous advances technically. Construction was begun on the most powerful commercial television station yet announced, in Paris. Germany and Italy matched strides in their television advances.

ENGLAND

The decision in England on the advice of the Television Advisory Committee, to adopt a single standard of television transmission for the London station at the Alexandra Palace has had one important immediate effect. The prices of television receiving sets manufactured by "His Master's Voice" and the (British) General Electric Co., Ltd., have been reduced and it is expected that the other manufacturing companies will follow suit shortly.

The "H.M.V." sets are priced at 80 guineas for the model 900, which is a television sight and sound receiver with long, medium and short wave radio, and 60 guineas for the model 901, which is a television sight and sound receiver only. Identical prices have been made by the General Electric Co., Ltd.

Scophony Television, Ltd., has stated that provided demand expands sufficiently, the price of its set may be reduced within 12 months to £50.

Extension of Service

These reductions in price form the first step to popularize television and bring it within the reach of the average listener. The size of the market will depend on price of receivers, quality of programs, and the number of people brought within receiving distance of stations.

The quality of the program depends entirely on the future policy of the B. B. C. and the amount of money made available for program material. Improvement has been noticeable recently and it is obvious that the B. B. C. producers at the Alexandra Palace are benefiting by experience and criticism, despite the fact that they are laboring under severe handicaps of lack of sufficient money and limitations of stage. The number of people now within reach of the programs emanating from the London station is somewhere between 8,000,000 and 10,000,000. Other stations will be erected in the large cities of the provinces when, in the opinion of the Television Advisory Committee, it is advisable to do so.

When further broadcasting stations are erected, it is by no means unlikely that the Baird Company, which suffered a blow to its prestige by being superseded at the Alexandra Palace by Marconi-E.M.I., will have its share of them. The patent situation is complicated but it is assumed that Baird, being one of the pioneers of television, is in a strong position with respect to patents. In this connection it is interesting to note that the B. B. C. is indemnified against any patent infringement and pays no royalty for its use of television transmitting apparatus.

Television can be extended by the use of the coaxial cable which has been developed in England by Standard Telephones and Cables, Ltd. Birmingham has been connected with London by one such cable and extensions are planned to Manchester and Leeds. While it is possible to transmit television signals over this cable, it will probably not be done for some time.

The Future of Television

Sir Noel Ashbridge, chief engineer of the British Broadcasting Corporation, recently addressed the Royal Empire Society, his subject being television. Most of his talk dealt with what television actually is and how it is done. He was quite frank in discussing the difficulties encountered at present and emphasized the limitations of stage, lighting and make-up. The small size of the stage, he said, was a distinct handicap to artists, although the conditions under which they worked apart from that were no less comfortable than those prevailing in the average motion picture studio.

Speaking of the future, Sir Noel said that he was confident that these difficulties would be overcome and that television could be carried out under ordinary lighting conditions. He felt

that difficulties of depth and focus would eventually be surmounted and that a consequent improvement in program would be made possible.

Mentioning the use of the coaxial or concentric cable, as he called it, Sir Noel said that it would make possible outside broadcasts of such events as the Cup Final (football) or the tennis championships at Wimbledon. Closing his address he said that television had advanced further in England than in any other country.

Strata in the Atmosphere

New radio reflecting layers have been discovered in the upper atmosphere, according to Mr. R. A. Watson Watt, superintendent of the Bawdsey Research Station of the Air Ministry. These new layers were discovered, apparently, at about the same time by himself and his colleagues in England, Mr. Colwell and Mr. Friend in the United States and Professor Mitra in India.

The most important of the new layers is said to be well within the altitude of ordinary winds and meteorological effects and produce the effect of "ghost" visages in television. A second image, slightly displaced, has appeared on some television receiver screens, notably in Bristol. Apparently one beam from the London television station goes direct to Bristol and another goes up to the layer and then down again, coming in late on the receiver, giving the effect of an "echo" picture or "ghost."

Although Scophony Television Limited was not entrusted by the Government with the provision of the first television broadcasting station of the British Broadcasting Corporation, the company has continued its researches and is now producing receiving sets capable of receiving the broadcasts from the Alexandra Palace. The system is different from that used by the Baird Television Company and the E.M.I. Marconi Company in that the principal involved is mechanical rather than based on the cathode ray tube.

It is the view of the Scophony engineers that if television is to have a permanent value as entertainment the screen must be enlarged from its present proportions. It is understood that the object is to obtain a screen about the size of the home moving picture and the Scophony engineers believe their system alone is capable of producing this.

The company claims to hold certain basic patents in the optical-mechanical field of television, the number being 130 in this country and abroad, not including over 100 applied for and pending.

FRANCE

The most powerful commercial television broadcasting station yet announced, to be installed at the foot of the Eiffel Tower with the antenna projecting from the top of the flagpole of this structure, has been ordered by the French Ministry of Posts, Telephones, and Telegraphs from the Materiel Telephonique.

The transmitter will have a peak power of 30,000 watts, fully modulated, at the feeder of the antenna, and will be capable of transmitting television images having a definition of 405 lines. The equipment is the product of research work in the Laboratories of the L. M. T. organization in Paris. The contract specified that the station be put into limited service by July first and operate with full power by the fall.

According to the Ministry of P. T. T., which has been active in presenting transmissions to the public, television has emerged sufficiently from the laboratory to present definite entertainment possibilities. The Ministry has endeavored to keep its equipment abreast of the developments. In 1932 the first transmission was inaugurated using a medium wave sound broadcaster with a power of 10 KW. A mechanical direct pickup device was employed having a definition of 30 lines per picture. This equipment was gradually improved as it was found that higher definition pictures could be successfully received and produced. Early in 1935 a 2 KW transmitter was installed to operate on a wavelength of 200 meters and transmission was begun with a definition of 60 lines per picture. In December 1935 a 2 KW ultra-short wave transmitter operating on 3 meters was inaugurated at the Eiffel Tower, with a scanning definition of 180 lines per picture, and in March 1936 the power was increased to 20 KW.

The technical experts of the Ministry now feel that the progress registered has been of such importance as to warrant the substitution of a more modern and powerful station as an aid and encouragement to the study and popularization of this newest adaptation of electricity to the general diffusion of entertainment and instruction.

For several years the laboratories of "Le Materiel Telephonique" have been engaged in developing high definition television scanning and transmitting equipment. The first field tests of such

equipment were conducted in 1935, when a transmission with 180 lines per picture was made from the company's laboratories to a demonstration receiver at a distance of several miles. In 1936 further field tests were made over the same distance but using a transmitter of 8 KW peak power and a scanning system with a definition of 240 lines per picture. Since that time development has been continuing on increasing both the transmitter power and the scanning definition.

GERMANY

There seems to have been a subtle change in the development of television in Germany. There is very little that publicity points to this change, but the fact that television developments have been taken over by the German War Department seems to be explanation enough for an extraordinary veil of secrecy which has fallen over efforts in the German television field. The following facts seem self-evident.

1. Publicity regarding television service for the general public has declined tremendously in the local press;

2. Although many radio manufacturers had received virtual instructions from the Government to place television apparatus on sale, not one retail store is carrying any models and not one manufacturer has any price list to offer;

3. It is unofficially reported that present television experiments made either by private companies or by the Post Office Department, which is in charge of all radio-technical matters in Germany, are directed toward the application of radio and television to military purposes;

4. Among television technicians interest now seems to be directed not toward public entertainment programs but toward the development of apparatus for airplanes, especially in the development of appartus to transmit facsimiles between airplanes and ground stations.

When television was introduced to the public it proved vastly disappointing. Newspapers during 1935 were filled with publicity regarding Germany's leadership in television developments and flowery stories promised television receivers in public homes at fair prices and daily programs broadcast from 12 different German stations. Most people who saw television receiving apparatus on display marvelled not at the fact that they were seeing something that happened in another section of the country. They expressed disappointment at the size of the image, the flicker of the picture, and the size and tremendous cost of the apparatus itself.

Facsimile

It is rather natural that recent developments behind the public scenes have also included the perfection of apparatus for the transmission of facsimiles. Dr. Arthur Korn, who maintains a laboratory at 25, Schlueterstrasse, Berlin, is the leader in these developments. He is known throughout the world, since in 1906 he obtained world patents covering apparatus for the dispatch of facsimiles by wire. The equipment that is used in the transmission of photographs to newspapers in the United States is based on Dr. Korn's original but now expired patents.

Dr. Korn has been experimenting with facsimile sending equipment for 30 years, and, although he has no commercial company for the production of his apparatus, he nevertheless receives and executes an order about twice a year. The German Police Department uses his equipment between various cities, notably between Berlin and Munich. This is used principally for the fast transmission of photographs and fingerprints of criminals and of photographs and drawings of scenes of crimes.

Television pictures on a screen 1 x 1.20 meters are said to be possible through an invention of Telefunken Gesellschaft, Germany. Heretofore, limits to the possible size of the television tube have kept the dimensions of pictures to within 8 x 10 inches.

With the new instrument, the tube is very small. The end is absolutely flat instead of curved and is 10 mm. thick to withstand outside air pressure. The picture thrown on the end of this tube is only 5 x 6 cm., about 2 x 2½ inches. The end of the tube is fitted to a projection camera lens of large size and picture is thus enlarged and thrown upon a screen which stands separate from the receiver. The loudspeaker is located at the base of the screen.

In order to obtain a particularly clear, sharp and contrasting picture on the end of the tube the tension was stepped up to 20,000 volts. The advantage of this receiver is that the picture thrown upon the screen can be viewed by a large number of people sitting even 6 to 8 meters away.

ITALY

Italian television activity in industry had its inception with SAFAR early in 1930. This is the only firm in Italy which is concerned with television. This company follows courses parallel with those of Baird in England and Telefunken in Germany. It worked in collaboration with the first Italian laboratory of television researches, that of Engineer Arturo Castellani. To this initial activity belong the first successful public tests of television in Italy, carried out in October of the same year at the first National Radio Show at Milan.

In this first display the apparatus employed, constructed entirely in Italy, used both in reception and transmission the Nipkow disk, coupled with a new system of synchronization between transmitter and receiver, supplied by Ing. Castellani, and employing the so-called canalized signals now widely used in various systems of transmitting and receiving by cathode rays.

After these first public tests, the Castellani Laboratory constructed a new complete disk transmitter-receiver, but of 60 lines and 25 images per second, for the transmission of real scenes. As a salient feature this new complete apparatus presented, among the first on the transmission side, the new types of amplifiers equalized by broad bands of frequencies and the batteries of cells with broad luminous spectrum.

On the reception side was brought to notice the first Italian commercial televisor, with mechanical reconstruction of the image, completely on a printed plate and utilizing a flexible disk of great precision, obtained photomechanically, coupled with a new type of luminous mercury vapor lamp with hot cathode and control grid.

During the year 1931, the whole television activity of the SAFAR was concentrated, still under the direction of Ing. Castellani, creating also in its own establishments the first vacuum experimental laboratory for the study and construction of luminous gas lamps.

Various types of bulbs were constructed and experimented with, and in the meanwhile repeated studies and experiments were carried out on various types of amplifiers for television currents. Moreover, in order to try out the commercial possibilities of various types of televisors, there were constructed, according to more modern concepts of rationality, two types of television receivers with drum of mirrors and spiral of mirrors.

In the year 1932 noteworthy improvements and additions were applied to the existing 60-line disk transmitter, and there was created a new model disk receiver and a mercury vapor lamp, with hot cathode and grid. The complete transmitter-receiver thus perfected functioned in public in October of the same year 1932, at the 3rd National Radio Show at Milan, and a successful regular experimental service was effected throughout the duration of the Show.

Immediately after the said Show there was projected and inaugurated the construction of a new 90-line disk transmitter intended for a circular experimental service of radio-television.

In October, 1933, at the 4th National Radio Show at Milan, experiments took place in radio-television with SAFAR apparatus operated by the Italian Radiophonic Auditions Association and the first SAFAR radio-receivers with the Braun tube were displayed there. The apparatus was operated during the whole of the Show, arousing enormous public interest.

While the new equipment permitted the construction of a perfected cathode ray transmitting tube, Castallian system, construction was also begun of a telecinema transmitter for 180 and 240 lines. This new set permitted the study of televisive currents aroused by analysis of great fineness, and therefore made possible the execution of tests of amplification and modulation with bands from 25 to 1,000,000 periods.

In view of the good results obtained at 180 lines of analysis, the new set for telecinema was presented in public in April, 1934, at the 15th Milan Fair. These receivers employed receivers with Braun gas tubes, Cossor and Ediswan type, the SAFAR types with induced vacuum not being yet ready.

The experimental service was effected alternately at 120 and 180 lines and during the whole period of the Fair enjoyed brilliant success.

The period following this 15th Fair found the television activity of SAFAR directed toward the perfecting of a television cathode tube radio-receiver, with tube of its own manufacture and to tests of a new Castellani tube transmitting system, the "Telepantoscopio" obtaining very satisfactory results in both branches of research.

TELEVISION STATIONS

IN THE UNITED STATES

LOCATION — PERSONNEL — FACILITIES

W2XAX

NEW YORK CITY

FREQUENCY: 52.5 Mc. POWER: 50 Watts (Construction Permit for 7500 watt transmitter to be located in Chrysler Bldg.). OWNED AND OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 485 Madison Ave. PHONE: WIckersham 2-2000. STUDIOS: Same. (New studios will be located in Grand Central Terminal Bldg.). TRANSMITTER and ANTENNA LOCATION: Same. (New Transmitter and Antenna will be located in Chrysler Tower).

PERSONNEL

Director of Television Programs, Gilbert Seldes

Chief Television Engineer, Dr. Peter C. Goldmark

Assistant Chief Television Engineer, John N. Dyer

FACILITIES

The Columbia Broadcasting System, Inc., has designed and built a complete experimental 50-watt television transmitter suitable for the present standards of 441 lines, 30 frames per second, operating on a frequency of 52.5 Mc. This transmitter is located in the Columbia Broadcasting System building and is connected by an open wire transmission line to an antenna mounted on the roof.

The system consists of a film scanner using a dissector tube in conjunction with continuously-moving 35 mm. or 16 mm. film. There are no rotating optical elements involved. The dissector is of the Farnsworth type, and is a 9-stage multiplier. The output from the film scanner, after being suitably amplified, is fed to an amplifier in which, after stabilization, the horizontal synchronizing and blanking pulses are injected. The D.C. component is transmitted by cutting the first with plus voltage to zero. After passing aperture correctors and equalizers, the video signal goes through a specially loaded coaxial cable to the modulator, where the signal is again stabilized and the vertical synchronizing pulses are injected. Variable amplitude, single pulse synchronizing system is utilized. The carrier may be modulated in either positive or negative direction.

A great portion of the activity during the past year was represented in the preparation of plans in connection with the new Chrysler Building transmitter and antenna and the Grand Central studio installations.

The transmitter to be installed in the Chrysler Building is now undergoing tests at Camden, N. J., where a complete "electrical reproduction" of the top floors of the Chrysler Tower has been constructed on a baseball field near the manufacturing plant. The test tower of wood and steel covered with wire netting is used for trying out various types of antennas under conditions almost identical with those on the upper floors of the Chrysler Tower itself.

Each of the two transmitters, video and audio, when unmodulated delivers a power of 7500 watts. The output stages are so designed that the video signals can be injected in either "D.C." or "A.C." fashion. The D.C. type of transmission is that in which the carrier amplitudes, when measured from the zero axis, represent the absolute illumination of that portion of the transmitted picture.

The studio will be located in the Grand Central Terminal building where a space 270x60 feet and 45 feet high is available. The studio equipment will comprise live pickup camera and motion picture film channels. The video signal will be carried at a 10 volt peak-to-peak level from the studio to the transmitter through a special coaxial cable.

Transmissions at present are at irregular times.

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W6XAO

LOS ANGELES—EST. 1931

FREQUENCY: Sight, 45,000 Kc. Sound, 54,000 Kc. POWER: Sight, 150 Watts; Sound, 150 Watts. OWNED AND OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: Don Lee Bldg., Seventh & Bixel Sts. PHONE: VAndike 7111. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: Nightly (except Sundays and holidays), 6:30 to 7:15 P.M. Monday, 9:00 to 10:00 A.M. Wednesday, 11:00 to 12:00 A.M. Saturday, 2:00 to 3:00 P.M. Other times experimentally, which are announced on regular schedules.

PERSONNEL

Director of Television.....Harry R. Lubcke
Assistant Director of Television Wilbur E. Thorp
Television Engineer.....William S. Klein

FACILITIES

SYSTEM IN USE: High-definition cathode-ray. 300 lines, 24 frames standard, on account of widespread 50 and 60 cycle power systems in and surrounding Los Angeles. Within the service area of W6XAO one million persons are supplied with 50 cycle power and one million with 60 cycle power.

Film equipment for broadcasting newsreels, shorts and test items.

Mosaic live-pickup camera equipment to be completed and in use during first half of 1938.

PATENTS: United States and foreign patents covering film and live pickup, amplification, scanning sources, synchronization, receivers and cathode-ray tubes of Harry R. Lubcke are used in the work. The methods and equipment of the Don Lee System, though amenable to standardization, are considerably different from those of other television organizations.

RECEIVERS: Over three thousand diagrams on how to build a cathode-ray television receiver have been sent without charge to persons who have sent a large self-addressed envelope to the Television Division. Of these, approximately one hundred are estimated to have television receivers in successful operation in Los Angeles, Hollywood, Inglewood, Wilmington, Long Beach and elsewhere. Reports on reception are invited.

DISTANCE: Mr. Roger Howell, of Long Beach, California, twenty miles airline from W6XAO, has, upon his own initiative, demonstrated his television reception to the officials of his city and to the press, who were favorably impressed.

PUBLIC DEMONSTRATIONS: Since June 4, 1936, public demonstrations of Don Lee high definition television have either been held daily, or at stated intervals, at distances from 1-10 to 10 miles from W6XAO. Approximately ten thousand persons have witnessed the receptions. Requests are currently being handled by ticket, for which a stamped self-addressed envelope is to be sent to the Television Division.

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W3XPF

SPRINGFIELD, PA.

This station has been granted a Construction Permit by the Federal Communications Commission.

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 4000 Watts: Sound, 1000 Watts. OWNED AND OPERATED BY: Farnsworth Television Inc.

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W9XAL

KANSAS CITY, MO.—EST. 1932

FREQUENCY: Sight, 42000 to 56000 Kc. and 60000 to 86000 Kc.; Sound, same. POWER: Sight, 300 Watts; Sound, 150 Watts. OWNED AND OPERATED BY: First National Television Inc. BUSINESS ADDRESS: 22nd floor, Fidelity Bldg., Ninth and Walnut Sts. STUDIO LOCATION: Same. TRANSMITTER LOCATION: 34th floor, Fidelity Bldg.

PERSONNEL

Chief Engineer and Technical Director, C. E. Salzer

Technical Director of Resident Training, Everett L. Dillard

Chief Operator.....Franklin Burnett

FACILITIES

This station has been operating continuously since October of 1932 and at the present time is undergoing installation in the new quarters of Radio Station KXBY which, along with a technical training school, is operated by the same management.

Numerous systems and ideas have been used since the establishment of the station; however, the Sanabria system of triple spiral 45-line has been used as the basic system. The transmitter under construction will use a system designed for 441-line operation, complete electron scanning, both for transmission and reception and should be complete and in operation about the first of April, 1938.

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W1XG

BOSTON

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: 500 Watts. OWNED AND OPERATED BY: General Television Corp.

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W9XD

MILWAUKEE—EST. 1931

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: 500 Watts. OWNED AND OPERATED BY: The Journal Co. BUSINESS ADDRESS: 33 West State St. STUDIO AND TRANSMITTER LOCATION: Schroeder Hotel.

FACILITIES

As the owner of this station is not a manufacturing or research organization the work that has been done has been devoted to the propagation characteristics of television (i.e. effectiveness of antenna, coverage studies and transmission characteristics). Most of the studies made have been on a frequency of 26400 Kc. using the ultra high frequency experimental transmitter, W9XAZ.

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W9XAK

MANHATTAN, KANS.—EST. 1932

FREQUENCY: 2000 to 2100 Kc. POWER: 125 Watts, Sound and Sight. OWNED AND OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Department of Electrical Engineering, Kansas State College. PHONE: 3-7182. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: Monday and Wednesday, 7:00 P.M. to 8:00 P.M.

PERSONNEL

Head of the Dept. of Electrical Engineering
R. G. Kloeffler
Chief Operator .....M. W. Horrell

FACILITIES

This station at the present time is using mechanical scanning, 60 lines, with 20 frames per second.

The circuits and equipment for the use of an iconoscope are being built and a transmitter using this device will be put into use about March 1, 1938. Arrangement can be made for synchronizing sight and sound in conjunction with radio station KSAC of the Kansas State College of Agriculture and Applied Science.

The reception from this station is reported from points as far distant as Houston, Texas, points in Michigan and Ohio, as well as various districts in Illinois.

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W2XBS

NEW YORK CITY—EST. 1928

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 12000 Watts; Sound, 15000 Watts. OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Empire State Bldg. TIME ON THE AIR: No regular scheduled programs.

PERSONNEL

Chief Engineer .....O. B. Hanson

FACILITIES

This station uses the RCA television system. Broadcasts are experimental and made to a number of experimental receivers at the homes of NBC and RCA officials and technical personnel.

Reception of this station has been reported in approximately a 45-mile radius.

Besides this station the National Broadcasting Co. has been granted a Construction Permit for another television station which will be operated on 92,000 Kc. and from 175,000 to 180,000 Kc. with a power of 400 Watts for sight transmission and 100 Watts for sound transmission.

HISTORY

Experimental television station W2XBS was originally installed at the RCA Technical and Test Laboratory, Van Cortlandt Park, New York City. The first construction permit was granted on April 4, 1928 and the first temporary license was issued in June, 1928. From time to time various station permits allowed television experimental transmission on 4800 Kc., 2300 to 3300 Kc., 2050 to 2150 Kc., 2000 to 2100 Kc. and 2100 to 2200 Kc. The first permanent license was issued on December 1, 1928 with an assigned frequency band of 2100 to 2200 Kc. In the latter part of 1928 the station was moved to the RCA Photophone Building, 411 Fifth Avenue. On June 27, 1930, it was moved to the Times Square Studio of the National Broadcasting Company, where on July 7, 1930 it passed from RCA to NBC management.

In 1931 NBC television was carried on from W2XBS's present location on the top of the Empire State Building.

During 1936 and 1937 NBC operated with the new high definition standards, demonstrating television to groups representing the following interests.

a. Political
b. Motion Picture
c. Foreign (political and commercial)
d. Press
e. Advertisers (manufacturers)
f. Advertising agencies
g. Artists (talent and musicians)
h. Naval and Military
i. Educational
j. Financiers, Bankers
k. Retailers
l. Radio Station men
m. Trade associations
n. Institutional (4H Club, Atlanta School of Air winners, etc.)

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W3XE

PHILADELPHIA—EST. 1931

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 10000 Watts; Sound, 10000 Watts. OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: No stated schedule.

PERSONNEL

Engineer in Charge.....Albert F. Murray

FACILITIES

This station uses the Philco Television System. Reception which is heard in the homes of the company's engineers has been reported from points 12 miles from the transmitter.

This station which is used for experimentation and research in connection with television development radiates signals in accordance with the proposed RMA Television Standards. It uses 441 lines and the narrow vertical synchronizing system; it employs the newly developed modulation system and is operating in the 50-56 Mc. channel.

Besides this station the Philco Radio & Television Corp. has been granted a Construction Permit for another television station which will be operated on 204000 to 210000 Kc. with a power of 15 watts.

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W9XG

LAFAYETTE, IND.—EST. 1932

FREQUENCY: 2000 to 2100 Kc. POWER: 1500 Watts. OWNED AND OPERATED BY: Purdue University. BUSINESS ADDRESS: Elec-

tric Bldg., Purdue University. PHONES: 6475, 2917. TRANSMITTER LOCATION: West Lafayette. TIME ON THE AIR: Tuesday, at 7:30 P.M. Thursday, at 8:00 P.M.

PERSONNEL

Head of School of Electrical Engineering
C. Francis Harding
R. H. George H. J. Heim

FACILITIES

This station uses a television system that has been developed at Purdue University.

W2XDR

LONG ISLAND CITY, N. Y.

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 1000 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: Radio Pictures, Inc.

W3XAD

CAMDEN, N. J.—EST. 1931

FREQUENCY: 124000 to 130000 Kc. POWER: Sight, 500 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSINESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Portable Laboratories in Camden, N. J. TIME ON THE AIR: No stated schedule.

FACILITIES

This station is an experimental portable unit and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 1, November, 1934).

Several experimental television receivers have been set up within a 2 or 3 mile radius for experimental purposes.

The frequency band occupied by this transmitter is 2.5 mc. on each side of the carrier. This band width is determined by measuring the overall frequency characteristics of the system.

W3XEP

CAMDEN, N. J.—EST. 1935

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 30000 Watts; Sound, 30000 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSINESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Camden, N. J. TIME ON THE AIR: No stated schedule.

FACILITIES

This station is experimental and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 11, November, 1934).

Several experimental television receivers have been set up within 2 or 3 miles of each other. The receivers are a part of the equipment used in television research.

The frequency band occupied by the transmitter is 2.5 mc. on each side of the carrier. This band width is determined by measurements of the overall frequency characteristic of the system.

W8XAN

JACKSON, MICH.

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 100 Watts; Sound, 100 Watts. OWNED AND OPERATED BY: The Sparks-Withington Co. BUSINESS ADDRESS: Jackson, Mich. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: No stated schedule.

PERSONNEL

Chief Engineer, Radio Division..H. V. Nielson

W9XK

IOWA CITY

FREQUENCY: 2000 to 2100 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: University of Iowa.

W9XUI

IOWA CITY

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: University of Iowa.

W9XAT

MINNEAPOLIS—EST. 1933

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: 500 Watts. OWNED AND OPERATED BY: Dr. George W. Young. BUSINESS ADDRESS: WDGY Bldg. TRANSMITTER AND STUDIO LOCATION: 909 West Broadway. PHONE Cherry 3377. TIME ON THE AIR: No stated schedule.

PERSONNEL

Manager .....Dr. George W. Young

FACILITIES

This station is using 125-line definition with a triple, spiral, multiple disk, although it is equipped to use better than 400 lines by making a slight adjustment in the scanning apparatus. Patents on a transmitter have been applied for which will allow scanning at eighteen different points twenty-four frames of continuously moving standard motion picture film and at the same time permit broadcasting from the sound track on the film.

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RULES AND REGULATIONS OF FEDERAL COMMUNICATIONS COMMISSION REGARDING RADIO PRODUCTION

GENERAL

Except Sundays, the licensee of each broadcast station shall maintain a minimum regular operating schedule of two-thirds of the hours that it is authorized to operate during each broadcast day, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

If the minimum operating schedule herein required is not adhered to, the licensee may, after hearing, be required to share time with other stations, or be limited to operation during daytime or during specified hours.

A licensee of an unlimited time station may operate the station on any schedule of hours during the broadcast day and the experimental period, provided the minimum regular schedule is maintained during the broadcast day.

Share-Time Stations

If the license of a sharing time station specifies the hours of operation, the schedule so specified shall be adhered to until otherwise ordered by the Commission.

If the licenses of sharing time stations do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this order the file mark of the Commission will be affixed thereto, 1 copy will be retained by the Commission, 1 copy forwarded to the inspector in charge, and 1 copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

Departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the inspector in charge.

If the licensees of sharing time stations are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with application for renewal of license. Upon receipt of such statement the Commission will designate the application for a hearing, and, pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

Limited Time Stations

If the licensee of a broadcast station is required to cease operation of the station at the time of sunset at some point within the United States, the license will specify the hour of the day during each month of the license period when operation of such station shall cease.



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The licensee of a limited time station that is authorized to resume operation at the time the unlimited time station on the same frequency ceases operation, shall, with each application for renewal of license, file in triplicate a copy of his regular operating schedule, signed and approved by the licensee of the unlimited time station. Upon receipt of such operating schedule, properly executed, the Commission will affix its file mark, retain 1 copy, forward 1 copy to the inspector in charge, and return 1 copy to the licensee of the limited time station, who shall post it with the station license, and it shall be considered as a part thereof.

If the licensees of the limited time and unlimited time stations are unable to agree upon a definite time for resumption of operation by the limited time station, the Commission shall be so notified by the licensee of the limited time station. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

Any broadcast station, other than a day or limited time station, that is licensed for operation part time on a channel on which the entire available broadcast time (i.e., the broadcast day) has not been designated for use in the same geographical area, may operate only during the hours specified in the license.

Material Term of License Violations

In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

In all cases where specific hours of operation are fixed in the license any deviation or departure therefrom, except as authorized by the Commission, shall be considered as a violation of the material terms of the license.

Completion of Construction

Upon completion of construction of a broadcast station in exact accord with the terms of the construction permit, and prior to the filing of application for license, the permittee is authorized to test the equipment between the hours of 1 a.m. and 6 a.m., local standard time, for a period not to exceed 10 days: *Provided,* That the Commission and the inspector in charge are notified two days in advance of the beginning of such equipment tests: *And provided further,* That the Commission may cancel or change the period and, or date of the beginning of such authority as may appear to be in the public interest, convenience, and necessity.

When construction is completed in exact accord with the terms of the construction permit, and after an application for station license has been filed with the Commission, showing the transmitter to be in satisfactory operating condition, the permittee is authorized to conduct program tests in exact accord with the equipment, power, frequency, and hours of operation specified in the construction permit, for a period not to exceed 30 days: *Provided,* That the Commission and the inspector in charge of the proper district are notified two days in advance of the beginning of such program tests: *And provided further,* That the Commission may cancel or change the period and, or date, of the beginning of such authority as may appear to be in the public interest, convenience and necessity.

Time Changes

If local time is changed from standard time to daylight-saving time at the location of all stations sharing time on the same frequency, the hours of operation of all such stations on that frequency shall be understood to refer to daylight-saving time, and not standard time, as long as daylight-saving time is observed. This provision shall govern when the time is changed by provision of law or general observance of daylight-saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however,* That when the license specifies average time of sunset, local standard time shall be used.

Where the local time is not changed

JUNIOR G MEN

●

AVE MARIA HOUR

OVER 18,000 SINGLE
STATION BROADCASTS
IN THREE YEARS

DONALD PETERSON

PRODUCER

1457 BROADWAY
NEW YORK, N. Y.

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TELEPHONE
WIsconsin 7-0069

• RADIO TALENT •
• RADIO COUNSEL •
• RADIO PROGRAMS •
• RADIO PRODUCTIONS •

HENRY SOUVAINE
INCORPORATED

30 ROCKEFELLER PLAZA Circle 7-5666 NEW YORK CITY

"We want you to know that all of us here . . . regard our association with you as one of the really fine fruits of our radio experience."

. . . *A recent expression from a prominent client.*

from standard time to daylight-saving time at the location of all stations sharing time on the same frequency, the hours of operation on this frequency shall be understood to have reference to standard time, and not daylight-saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight-saving time is observed at the location of some of these stations.

The time of operation of any broadcast station which does not share time with other stations on the same frequency shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is made by the Commission.

Station License

The station license shall be posted in a conspicuous place in the room in which the transmitter is located, and the license of the station operator shall be posted in a conspicuous place in a room occupied by the operator while on duty.

The licensee of each station shall keep a licensed operator or operators of the grade specified by the secretary of the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

A licensed operator on duty and in charge of the transmitter may, at the discretion of the licensee, be employed for additional operator's duties commensurate with the grade of operator's license which he holds.

Logs

The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

A. Program

a. An entry of the time each station and call announcement is made, with an indication of the type of announcement.

b. An entry briefly describing each program broadcast, such as "music", "drama", "speech", etc., with the time of the beginning and ending. If a mechanical reproduction is used, that fact shall be noted, together with an indication whether announcement thereof was made. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

B. Operating

a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

d. An entry of the following each 30 minutes:

(1) Operating constants of last radio stage (total plate current and plate voltage).
(2) Antenna current.
(3) Frequency check.
(4) Temperature of crystal control chamber.

Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, and who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by authorized Government representatives.

The exact form of logs is not prescribed, but they shall be kept in an orderly manner, and in such detail that the information required is readily available. Key letters or abbreviations may be used if the explanation of each is given plainly in the log.

Call Letter Announcements

Each licensee of a broadcast station shall announce the call letters and location as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech; and in such cases the announcement of the call letters and location shall be made as soon as possible.

Mechanical Reproduction

Each broadcast program consisting of a mechanical reproduction, or a series of mechanical reproductions, shall be announced in the manner and to the extent set out below:

1. A mechanical reproduction, or a series thereof, of longer duration than fifteen minutes, shall be identified by

THE O'NEILLS
PICK and PAT
MARY SMALL
HILLTOP HOUSE
LOUISE MASSEY
AND
The Westerners

A few of the stellar attractions
under the personal management of
WOLF ASSOCIATES

EDWARD WOLF
RKO BLDG.
1270 SIXTH AVE.
NEW YORK CITY

WILSON, POWELL and HAYWARD, Inc.
JAS. V. PEPPE, Gen. Mgr.
444 Madison Avenue New York City
ARTISTS' REPRESENTATIVES — RADIO PRODUCERS

appropriate announcement at the beginning of the program, at each fifteen minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each fifteen minute interval is waived in case of a mechanical reproduction consisting of a single, continuous, uninterrupted speech, play, symphony, concert or operatic production of longer duration than fifteen minutes;

2. A mechanical reproduction, or a series thereof, of a longer duration than five minutes and not in excess of fifteen minutes, shall be identified by an appropriate announcement at the beginning and end of the program;
3. A single mechanical reproduction of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;
4. In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration), or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.
5. The exact form of the identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood by the listening public. The use of the applicable identifying words such as "a record", "a recording", "a recorded program", "a mechanical reproduction", "a transcription", "an electrical transcription", will be considered sufficient to meet the requirements hereof. The identifying words shall accurately describe the type of mechanical reproduction used, i.e., where a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph record is used it shall be announced as a "record" or a "recording".

General Rulings

The licensee of any broadcast station, may, without authority of the Commission, rebroadcast a program of another broadcast station upon authority of the licensee of the station that originates the program: *Provided,* That no broadcast station shall rebroadcast a program of an experimental relay broadcast station or of any station operating in any other service without express authority of the Commission. The Commission will not consider any application for such authorization unless it is accompanied by the written consent of the originating station. (A licensee of an experimental relay broadcast station may authorize the rebroadcast of the programs of such station by any station outside the limits of the North American Continent without permission from the Commission. No licensee shall authorize any station within the limits of the North American Continent to rebroadcast the programs of an experimental relay broadcast station without express authority of the Commission, which authority will be granted only after a satisfactory showing that no wire or other facilities exist for reaching the area served by such proposed rebroadcast.)

Attention is directed to section 315 of the Communications Act of 1934, which reads as follows:

> If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: *Provided,* That such licensee shall have no power of censorship over the material broadcast under the provisions of this paragraph. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

Distress Signals

Any violation of this section of the act shall be sufficient grounds for the revocation or denial of a broadcast license. Each station licensee shall give absolute priority to radio communications or signals relating to ships or aircraft in distress, and shall cease transmitting upon such frequencies and at such times, when such transmissions may, in any way, interfere with the reception of radio distress signals or traffic relating thereto.

No station licensee shall resume operations until the need for distress traffic no longer exists, or it is determined that the station will not interfere with distress traffic as it is then being routed and the operation of the station shall again be discontinued if the routing of distress traffic is so changed that the station will interfere. The status of distress traffic may be ascertained by communication with Government and commercial stations. The Commission may hereafter require the licensees of certain stations to keep an effective continuous watch on the distress frequency, 500 kilocycles (410 kilocycles in the Great Lakes area).

ROCKE PRODUCTIONS INC.

CREATORS OF RADIO ENTERTAINMENT

ORIGINATORS OF THE NATIONALLY SYNDICATED NETWORK PRODUCTION

- "HEADLINES"—DRAMATIC TREATMENT OF THE NEWS OF THE DAY
- "MORNING MATINEE"—REVOLVING NAME BANDS
- "THIRTY MINUTES IN HOLLYWOOD"—STARRING GEORGIE JESSEL

RADIO CITY RKO BLDG.
1270 SIXTH AVE.
NEW YORK Circle 7-7630

Ben Rocke, *President*
Norman Livingston, *Vice-President*
Ernest E. Chappell, *Production Director*



Personal Management
NAT LEE
Hotel Crillon
13th & Michigan Blvd., Chicago, Ill.

LILLIAN GORDONI

WRITER and PRODUCER

BIG CITY PARADE

FRIDAY WLS 1:45 P.M.
April 5, 1937, to January, 1938
STILL BROADCASTING

MOTHER CLANCY'S KITCHEN

70 EPISODES COMPLETE

HER SECRET HEART

(Romantic Drama)
6 EPISODES COMPLETE

FEDERAL TRADE COMMISSION NOT A CENSOR OF ADVERTISING

Only the commercial portions of programs or continuities are required by the Federal Trade Commission for its review of advertising by radio broadcast.

The term "commercial" includes all announcements, statements or assertions tending to or intended to create a demand for or to induce the purchase of any article of commerce, whether such commercial script opens, is interspersed with, or concludes a program.

Those portions of a program are deemed non-commercial and copies are not required, when they are of a purely entertaining, informative, educational or religious nature. Examples of non-commercial script are music, addresses, lectures, political speeches, sermons, discussions of current events, etc.

The criterion of a commercial station is whether its broadcasting is paid for by some sponsor, either as a sales lead or otherwise. Those stations which do not charge for their broadcasting services, and do not advertise their owner's commodities for sale, have been listed as non-commercial and excused from reporting.

Copies of spot announcements by or for local merchants are desired, as these often refer to articles of commerce moved interstate; and in any event every radio broadcast is an interstate matter.

Whenever the commercial announcements appended to or given in connection with a transcription program (electrical or otherwise) are read or delivered by an announcer in the local station, copies of such announcements are to be reported.

Chain programs coming over the networks are reported direct to the Commission by the network companies, and need not be reported by the individual stations.

Where a commercial broadcast is given extemporaneously, it is requested that a typewritten report be sent of any portion construable as sales talk or a sales lead.

The Commission requests that translations be sent of commercial announcements in foreign languages.

Where a commercial announcement once reported is repeated over a period of time, only changed copy need be reported subsequently.

No standard form of report is needed. The carbon copies sent in by the stations serve the purpose.

It is essential, however, and the Commission specifically requests, that the call letters of the station and also the date of the broadcast be printed, stamped or written upon each sheet of continuity submitted.

The name and address of the advertiser should also be indicated where it does not clearly appear.

The Federal Trade Commission does not censor advertising copy broadcast by radio.

A number of stations have erroneously assumed that the Commission would precensor their proposed advertising script. The Commission has even been asked to certify as "acceptable" advertising copy that had not yet been broadcast.

For the Federal Trade Commission to thus take part in the writing of advertising copy would be as inappropriate as for a court to approve and outline in advance a course of conduct for a prospective litigant.

The Supreme Court recently described the Federal Trade Commission as a quasi-judicial body. Thus, in its capacity as tribunal, the Commission must maintain its attitude of umpire in the advertising field and not play coach to any particular competitor.

Experience over 22 years with many thousands of advertisements in the entire field of trade, has enabled the Commission and its staff to standardize, for their own guidance, some types of advertising commonly observed. Among these are the following:

Claims based upon false statements or misleading exaggerations;

Claims ambiguous in wording which may mislead;

Claims indirectly misrepresenting a product through distortion of detail;

Claims of an illogical nature and contrary to common sense;

Claims holding out the prospect of excessive profits or earnings;

Misleading price claims;

Contests of a dubious nature, and omission or concealment of any essential factor of a contest;

Lotteries and contests depending upon chance and lottery in their development;

Claims of a doubtful character from a legal standpoint;

Statements tending to disparage competitors;

Psuedo-scientific claims insufficiently supported by accepted authority, and assertions that distort the true meaning or application of statements made by professional and scientific authorities. Closely related to this group are: Remedial, relief or curative claims, either direct inferential, not justified by the facts or by common experience; and testimonial statements, the strict accuracy of which has not been ascertained and established by competent authority.

"As the Jewish Market Goes--
SO GOES NEW YORK"

2,225,000 Jews living in Greater New York—a market within a market that's the biggest and most vital factor in the Metropolitan trading area.

You can reach ALL of these people—young and old—by RADIO—the direct means of approach to the *whole family*.

Our programs, prepared and directed by experts who know technique and who know the Jewish field thoroughly, cater not only to the Yiddish-speaking Jews, but to the English-speaking ones as well.

We cooperate wholeheartedly with advertising agencies, to produce the best results for their Clients. Our past and present successes for some of the foremost national advertisers prove the efficacy of our tested methods.

Complete, detailed information on request.

ADVERTISERS BROADCASTING CO.

205 EAST 42nd STREET NEW YORK, N. Y.

MUrray Hill 4-1364

IN HOLLYWOOD

You can save time, money and trouble by using the services of an experienced and dependable organization, for . . .

Program Ideas ***Scripts***

Talent ***Productions***

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American Radio Features

5658 Wilshire Boulevard

Telephone
York 8161

Frederick C. Dahlquist,
President.

The PROSPECTS of TELEVISION

By

GILBERT SELDES

Director of Television Programs
Columbia Broadcasting System

EVERYBODY connected with radio is naturally interested in television, but I think that a saner attitude has been developed in the last two years and that nobody nowadays expects television to arrive overnight. A few years ago scientists with good reputations to protect were making the wildest assertions about television. According to one of them, every home in the United States ought by this time to have a television set on which they could see an explorer making his way up to the top of Mt. Everest. Getting up to the top of Mt. Everest is still a little more difficult than taking a walk in the country and even if we all had television sets there might be a little hitch in watching the mountain climber. First he would have to pack a truckload of transmitting machinery, and second the United States would have to move within a twenty-five mile radius of the Himalayan Mountains. As far as I know, alternatives for this displacement of our country would be either the erection of about one thousand booster stations or running a coaxial cable from every station in America to the heart of Asia.

RADIO ADVANCES

I don't think that the whole thing is probable. I think it is equally improbable that television in its early years will proceed any more rapidly than radio did and we must remember that radio broadcasting was understood by 1915, whereas the great fad which later developed into a substantial and profoundly important social phenomenon did not really begin until the early 1920's. If radio, which is comparatively so easy to handle both at the broadcasting and receiving ends, proceeded slowly at first, you may be sure that the complicated business of television will also have to learn to walk before it learns to run.

PREMATURE TELEVISION

From the point of view of the public this is a mighty good thing. If you are sensible and realistic about the business, you will see that a premature offering of television to the general public would do very little good and might do incalculable harm. There are "bugs" in the mechanism and you might say that there are bugs also in programing. The two things are as a matter of fact connected and their development in equipment produces a new development in the program experiments. For instance, at the moment all experiments are based on the present range of the video signal which means in effect that up to this moment we think of our television transmissions as covering an area somewhere between twenty-five and forty miles from the point of origin. We do not consider this a final limitation —nothing is final so long as brains are working on the problems. We know already that two methods of extending the range exist: the coaxial cable and micro-wave relay; but the practical problems in connection with both of these are naturally in the experimental stages. Yet you can see that if by some miracle of invention we should overnight learn that our programs could be carried without costly relays or cables from coast to coast, all our plans would be substantially altered.

MICRO-WAVE RELAY

Let me give you a practical example of something which has already occurred. A year ago the material available for telecasting was divided into two parts. You could have a scene in the studio and you could transmit a moving picture. At the time of the Coronation in London the British Broadcasting Corporation handled an outdoor event on the spot by means of cables. Since that time it has been found possible to mount a small transmitting unit on a truck and by micro-wave relay to send a scene over a considerable distance back to the main transmitting station. The Wimbledon

AIR FEATURES

INCORPORATED

Radio Productions

247 PARK AVE., NEW YORK WIckersham 2-0077

PAN AMERICAN RADIO PRODUCTION, INC.

6305 Yucca Street **Hollywood, Cal.**

Producers of Spanish radio programs:

"Chandu, the Magician"	Quality
"Radio Dramas"	Showmanship
"Charlie Chan"	Talent
"Famous Jury Trials"	Registered
"Vagabond Adventures"	Musicals
"A Gaucho in Hollywood'	Originals

Exclusive representatives in the United States of the principal Latin American Broadcasting Stations

"BUY YOUR TIME THROUGH A RELIABLE CONCERN AND PROTECT YOUR BROADCASTING WITH A RESPONSIBLE RADIO STATION."

tennis matches and some football games have already been so sent in England. This definitely adds a third element, the transmission of spot news, as part of the regular television program. It not only gives us another job to do, but it changes the proportions of the other two elements so that we know now that the use of studio talent and of moving pictures will be comparatively less than we thought a year ago. Naturally, if the mobile unit is perfected faster than the indoor cameras, we shall use it more, while the studio equipment increases in range and sensitivity. On the other hand, if the regular scanners are perfected before all the bugs are out of the mobile transmitter, the indoor work will be temporarily more important.

RECEIVING SETS

To say now what television programs will be like is to risk making a fool of oneself even if one does not go to the extreme of the scientist I mentioned at the beginning. The programs will depend upon what the engineers and program directors can create and also upon what the public will like. We do not think that at the moment we are in a position to give them programs they will like sufficiently to purchase sets and become regular spectators; and therefore we think it is a break that the experiments have to be conducted privately. Judging by the experiments abroad and the tests made here, and with some knowledge of the direction in which research work is going, you can, however, make a few guesses. For instance, it is pretty safe to say that you will not need a dark room for your television receiver; you will only want to keep a bright light from shining directly on the screen. On the other hand, it is almost impossible to say what the size of the screen will be because simultaneously invention is proceeding in two directions. In England there has been put on the market a sort of table set which gives I am told, an extremely clear picture about four inches by five inches in area. You sit quite close to this, of course, and it has something of the effect of a miniature. At the other extreme, several developments have been made both here and abroad in using a projection gun which takes the image off a small tube and throws it on a screen which may be two feet square or may approach by several steps the size of a regular moving picture screen. And at the same time fresh researches are going on to make the present size tube more satisfactory. Your guess is as good as mine as to the size at which the receiver will eventually be fixed, if it is fixed at all, because it is just as likely that several types will be released simultaneously. You may have the large screen to catch news events supplementing the regular program inside a moving picture house; a club or a bar may want the middle size screen as entertainment for the customers; and, depending on the size of your living room and a lot of other conditions, you may want a miniature or a regular size tube receiver.

TELEVISION AND FILMS

No one now connected with television experiments sees any possibility of sending programs which in any way duplicate the work of movies or radio broadcasting. In connection with the movies, it is not only a question of cost—which is important enough. It is also that no studio equipment now available can do what the movies do as well as the movies do it. There is mighty little point in an imitation even if it is well done—there is far less point in an imitation which is not well done. No amount of mere money would make it possible for us to create such a finished product as the movies do. For one thing a moving picture may be shot with half a dozen takes for every scene and the best of these scenes would then be assembled and since they are right there under your hand, you can dovetail the various sequences and avoid the monotony of long scenes by angle shots and interludes—all combined to give the kind of entertainment the movie patron likes. Mechanically all these possibilities are closed to us in television although we can invent parallel studio tricks which are just as legitimate for us and will be equally effective—although not identical with the arts of the moving picture.

TELEVISION AND RADIO

There are at least half a dozen reasons why television in its early years as public entertainment will not duplicate radio entertainment. Of course, the two things are close together and you might put a camera on any radio program and send it out. You might do it, but I doubt whether you would do it very long. It would not be interesting as television—once the novelty had worn off—and in some cases it would definitely work against the radio program. I am speaking now of a radio program without any adaptation to meet television, as for in-

ROY LANGHAM

ASSISTANT DIRECTOR

CBS

▼

JOSEPH BLOOM

RADIO PRODUCTIONS
—RADIO ARTISTS

19 West 44th Street
New York City

VANDERBILT 3-8950

1. Singers
2. Orchestras
3. Instrumentalists
4. Commentators
5. Dramatists
6. Writers
7. Shows

MAKE
MERTENS and PRICE Your Hollywood Producers . . .

Advertising Intelligence
plus Radio Experience . . .

15 years in advertising . . .
10 years in radio . . .

Producers of

THE SUNDAY PLAYERS BIBLE DRAMAS
WADE LANE'S "HOME FOLKS"
THE AMERICAN KITCHEN
BEST OF THE WEEK FROM HOLLYWOOD
DINING WITH DAD . . .
ROMANCE OF SONG
EL PATIO EVENINGS

Ideas . . . Scripts . . . Casting . . . Production Merchandising Tie-Ins . . . Service.

Transcriptions or Live Talent.

MERTENS AND PRICE, INC.
1240 South Main Los Angeles

★
Sales Thru Better Programs

• **Stations and Agencies**

have recognized Star Radio's better service and higher script quality. That is why Star Radio, in its third year, is the outstanding script organization in America—doing an *international* business! That is why GOOD MORNING NEIGHBOR and the MORNING BULLETIN BOARD are *still* the most successful morning programs on the air—*after three years!*

For Complete List of Programs And Full Information, write, wire or phone:

STAR RADIO PROGRAMS, Inc.
250 Park Avenue New York City

stance the cycle of Shakespeare's plays which Columbia gave last summer would have been, I think, disturbing to people if they could have seen the actors in their street clothes reading script to the microphones. On the other hand, there are certain current programs which would take to television with hardly any adaptation, Professor Quiz and Major Bowes' Amateur Hour are two examples that come to mind at once.

SIGHT - PLUS - SOUND

Perhaps twenty-five years from now the standard entertainment coming over the air will be sight-plus-sound. At the beginning sight-plus-sound will be a supplementary program. In order to make those early programs satisfactory we will naturally look for the programs which actively need a visual accompaniment; then we will take those which can use it, and as the last step only will add television to programs which are virtually complete without it. I would make one practical exception to this general principle: we will probably add visual background for musical programs even though they do not absolutely require it, right away. On the other hand, I should think that among the last types of program to require television would be news-reports and comedy programs based almost entirely on puns.

TELEVISION PROGRAMS

A lot of things which are now difficult for radio to handle will be made easy when television is working at full blast. I don't think that any program maker has really been anxious to demonstrate the theories of Einstein, but you can see that if any higher mathematics are wanted on the air, the blackboard which television could supply would be a great help. One of the favorite experimental programs in all studios is a fashion parade. Properly handled, this material actually gains a great deal through television. In England one of the popular programs is a visit either of animals to the studio or of the transmitter to the zoo and another is the practical preparation of food under the direction of an expert chef. In general all these programs are now rather held back because transmitting in formation or giving education on the air is difficult and cannot remain entertaining.

I have been discussing studio programs for the last few paragraphs and rather taking it for granted that the possibilities of transmitting news events are clear to everyone. They do present problems of their own and balancing them with the other elements of a good show offers a neat exercise in judgment. The third part of a good television program is, as I have said, a moving picture. Here again the basic thing is simple enough —you can take any movie and run it through a film-scanner and it will give you extremely good pictures at the receiving end. But movies are, after all, made to be seen by large numbers of people in front of a very large screen and it is quite possible that not all of them will be suitable for a group of three or four people sitting in a small room. Perhaps we will have movies especially made for our purposes or special versions of regular films. Television may be the great method of keeping good pictures alive because it is very unlikely that any Hollywood studio would allow one of its costly features be shown before it has reached its natural audiences in the movie houses and revivals of good movies are still comparatively rare, so television may serve a good purpose in that field.

GENERAL

All of this is a very sketchy outline of what *may* appear on the television screen. We who are at work in Columbia's Program Department are like our engineering staff, tremendously excited by the unlimited possibilities of television and tremendously concerned by the difficulties and perplexities which we discover. On some days the difficulties seem too great and there are other days when something goes exactly right and we feel again that we are gaining ground. No one I have talked to in the last half year expects an overnight miracle and everyone is confident of an ultimate success. Here at Columbia we have worked out a sort of slogan to guide us and to keep a balance between sudden swings of over-confidence or over-anxiety. We say that it is not our chief concern to know when television should arrive, but it is our business to make sure that, whenever it arrives, it will give the American public the quality of entertainment to which it has become accustomed in radio and the movies. Technically, I am sure, the American standard of entertainment is the highest in the world; nowhere else does the public receive pictures and broadcasts made with so much care and presented with so much consideration for the audience. It would be ruinous for television to start work on any lower basis.

INTERNATIONAL PRODUCTION STUDIOS

FOTOTONE SOUND SYSTEM

Highest Quality and Dependable Service

IN

TRANSCRIPTIONS

OFF-THE-AIR RERECORDING OFF FILM

STUDIO PICKUP

DIRECT TELEPHONE LINE

Comfortable Air-Conditioned Studios

33 West 60th St.
New York, N. Y.

COlumbus 5-
7366-7

TRANSCRIPTIONS

ADVERTISERS RECORDING SERVICE, INC.

113 West 57th Street, New York, N. Y. Phone, Circle 7-6982. President, Jean V. Grombach; Treasurer, D. L. Provost. SERVICES OFFERED: Instantaneous direct cut acetate recordings.

AEROGRAM CORP.

1611 Cosmo St., Hollywood, Cal. Phone, Hillside 7211. General Manager, G. Curtis Bird; Production Manager, Gordon d'A. Soule; Research Engineer, Herman Brugger. BRANCH OFFICE: Transair, Inc., New York, N. Y. SERVICES OFFERED: Custom programs, station sustaining programs, all types of recordings.

ALLIED RADIO CORP.

833 West Jackson Blvd., Chicago, Ill. Phone, Haymarket 6800. Manager, Leroy W. Beier. SERVICE OFFERED: Recordings.

ALSOP RADIO RECORDING, INC.

29 West 57th St., New York, N. Y. Phone, Eldorado 5-0780. President, Carleton Alsop. SERVICES OFFERED: Transcriptions.

AMERICAN RADIO FEATURES SYNDICATE

5658 Wilshire Blvd., Hollywood, Cal. Phone, York 8161. Manager, Frederick C. Dahlquist. SERVICE OFFERED: Transcriptions.

AMERICAN RECORD COMPANY OF CALIFORNIA

6624 Romaine St., Hollywood, Cal. Phone, Granite 4134. Manager, G. W. Yates. BRANCH OFFICES: 24 West Connecticut St., Seattle, Wash. Phone, Main 6626. 355 9th St., San Francisco, Cal. Phone, Garfield 1723. 1206 Maple St., Los Angeles, Cal. SERVICES OFFERED: Transcriptions, recordings.

ASSOCIATED CINEMA STUDIOS

1357 No. Gordon St., Hollywood, Cal. Phone, Hempstead 2131. Manager, Frank W. Parkett. SERVICES OFFERED: Transcriptions, recordings, aircheck, production.

ASSOCIATED MUSIC PUBLISHERS, INC.

25 West 45th St., New York, N. Y. Phone, Bryant 9-0847. President, M. E. Tompkins. SERVICES OFFERED: Transcriptions, library, production, scripts.

ASSOCIATED TRANSCRIPTIONS OF HOLLYWOOD

6604 Melrose Ave., Hollywood, Cal. Phone, Walnut 4736. Executives, Harry E. Walstrum, Thorus E. LaCroix, Willard Wendell Hatch. SERVICES OFFERED: Electrical Transcriptions, off-the-air recordings, phonograph records, custom-built transcriptions, production, scripts, talent.

ATLAS RADIO CORP.

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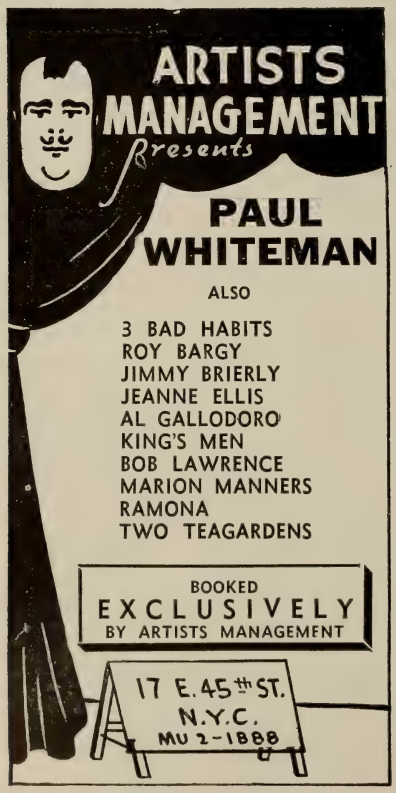
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TRANSCRIPTIONS

— a study of why they are important and how they are made.

By

E. L. BRESSON

Sound Reproductions Corp.

I have been asked the question, "why transcriptions?" and "how are they made?"

The script on a transcription is prepared in exactly the same manner as the script for a "live" network show. The production is the same except that it is usually of a much *higher quality*. By that I mean that any mistakes that are made in a "live" show on a network during final broadcast cannot be rectified or recalled. In recording an electrical transcription, corrections can be made, parts may be changed around after hearing the show, and the whole show edited similar to the way a motion picture film is edited in the cutting room.

A "live" show on the air usually goes to dress rehearsal a few hours before air-time and any changes that are to be made must be made within that short space of time, that is between the final dress rehearsal and the actual broadcast. A slip of the tongue on the air cannot be corrected whereas a "slip of the tongue" in recording means starting over again.

Briefly, here is how a transcription is made for broadcast purposes. The production man assembles his talent for the script in the studios of the recording company and puts them through the rehearsals that are necessary to bring the show up to the standard that is desired. The microphones that are used are the same as those used in broadcasting. The studio itself appears to be the same physically, the only difference being that a transcription recording studio is a little "brighter" (meaning slightly more resonant) than a broadcast studio.

The control engineer sits behind a glass window as in broadcast work and his control panel looks much the same as you find in the average radio station. The amplifying equipment is similar to that you usually see in the master control rooms of the broadcast stations, except that instead of the sound being fed from the output of the amplifier to the transmitter, the sound is transferred to a device on the cutting machine known as the "cutting head." This cutterhead has mounted therein a sapphire needle, commonly called the stylus. The electrical impulses impressed upon this stylus cause a mechanical lateral motion of the stylus. This mechanical motion corresponds to the mechanical vibrations of the microphone in the studio. This motion cuts the side walls of the groove in the wax to correspond to the sound waves striking the microphone.

After the wax has been cut, it is immediately sent into a room where a special coating of silver is applied to protect it from oxidation and atmospheric changes which, if allowed to take place would affect the quality of the final record. The silver deposit acts as an electrical conductor which is necessary in the next step.

The silvered wax is then submerged in an electrolytic bath where a coating of nickel is applied by an electroplating method. This nickel plating is usually about 5/1000ths of an inch thick. The wax or platter as it is now called is taken out and put in a copper plating bath to strengthen the nickel. On being removed from the bath the metal deposit is removed from the wax and you now have what is known as the "Master."

This Master is the reverse of the original wax, in that instead of concave grooves we now have a platter with convex ridges on the surface. This Master is then put into a press for making a test pressing. The test pressing looks like an ordinary record except that it is much larger and thicker than the finished product.

If upon playing, the test pressing

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proves to be O.K. and the Master is free from nodes and similar defects, then a Mother is made from the Master. This process is the reverse of making the Master so that upon completion we have a metal Mother from which any number of Stampers can be made, the Stamper, which is really a duplicate Master, being the die for the pressing of the final records. Once the Mother has been made any number of Stampers can be made. A Stamper usually lasts about 100 pressings before any degree of depreciation can take place that would affect the quality of the finished record.

The records are made from various substances with various trade names, although basically they are of synthetic resins with variations in the compounding. Some manufacturers use vynal acetate, vinylite, some laminated shellac, some ordinary shellac but the synthetic resin product has a much lower degree of surface noise plus flexibility and a greater reduction in weight, without materially affecting the tensile strength of the record.

The Stampers are put into a huge hydraulic press and a sheet of pressing material is inserted in the press and under a pressure of 80 to 150 tons the Stamper is pressed into the material. At the time the pressman inserts the material he inserts the label so that it will be pressed into the material itself. The rough edges are trimmed down and the record is ready for test and shipment.

The record or transcription as we call it, is sent to the testing booth where a girl tests it for quality, surface noises and mechanical imperfections. If it is O.K. it goes to the shipping room. Upon its arrival at the broadcast station it is inspected and auditioned. The broadcast station's reproducing equipment is basically the same as the electric phonograph found in a great many homes.

The record is placed upon the turntable and the needle of the pick-up device placed upon the starting groove of the record. The turntable is then caused to revolve at the proper speed and the variations in the walls of the groove will cause the needle to vibrate mechanically, the motion being similar to that of the cutterhead in the recording machine, except that it is now going in a reverse direction. These mechanical vibrations will in turn cause changes in an electrical circuit connecting to a speech amplifying system which will be fed to the transmitter and then on the air.

The record is timed and cued the same as a "live" show and with the rapid strides that have been made in the industry in the past few years the record should sound equal to that of a "live" show if not better, because of the high production quality that is involved.

Why transcriptions? Transcriptions enable the advertiser not only to obtain the aforementioned production quality but also permit him to place the program on the particular stations in the territories that he desires to cover, at a time of the day when he wishes to cover that particular territory, without going to the expense of having repeat shows and the like because of differences in time between time zone areas.

The transcription industry is still in its embryonic stage. It is possible to pick up voices from people located in different parts of the country and bring them all together on one program without it being necessary for them all to be brought into the same studio, similar to the way motion pictures are now made. For instance, a scene may be shot in New York one month and six months later used in the sequence of a picture made in Hollywood with other scenes made in other parts of the world put into the same picture. The last sequence of the finished picture may be made first depending upon the time and convenience to the producers and the characters. In the early days of motion picture, sequences were made in the order of their continuity. I have cited this merely to stress the possibilities of the future in electrical transcriptions.

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Thanks Nick Kenny!

In 1930 you called me "PHOTOGRAPHER to RADIO'S ROYALTY."

During the past eight years I think I have lived up to your appellation in every sense of the word—proof of which has been the loyalty of such worth-while organizations as MBS-WOR, CBS, NBC, WNEW and WMCA, as well as the host of worth-while microphone facers.

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Sincerely,
HAROLD STEIN
(and his camera)

BRyant 9-3685

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GEOCALLAG, N. Y.

PRESENTING AN ELECTRICAL TRANSCRIPTION

By HERBERT R. EBENSTEIN

President, Atlas Radio Corporation

1937 marked the wider acceptance of transcribed entertainment by radio stations and sponsors all over the world. This past year offered the first real evidence of appreciation that the electrical transcription is not a physical commodity but merely a method of transmitting a radio performance.

The industry sorely needs a branch devoted to the production of quality entertainment to serve the needs of radio stations. National advertisers cannot buy up all the talent that should be in radio and present it to the public. Neither can the stations individually or in network combination, practically reach out for this talent to any considerable extent for their individual programs.

Natural evolution in the business of broadcasting has made the station offer both sponsor and audience selected entertainment. Lift in the quality of entertainment issued from the antennae of the nation's and the world's radio stations will come from the intelligent development of a Production Industry in radio. In the recorded show lies the future entertainment for the radio station.

A more perfect performance is insured more where you have carefully planned and adequately equipped studios in the entertainment capitols of the world; where the best actors, writers, directors and technicians are available and can be coordinated by a permanent production organization. Programs aimed at the American audience can be designed by this production service planning for a continual supply of entertainment—where the performance is repeated until the perfect "take" has been finally approved by the production head and the artists. In this manner can all talent find the doors of all radio stations open to them. And too, books, plays, screen stories, etc. will gain wider circulation in the radio stations throughout the world.

Exploitation, the soul and breath of the entertainment business, can at last be adapted to radio. With the recorded show it becomes possible to produce a show and then hold it back until a carefully planned exploitation and advertising campaign has whetted the public appetite. Then every radio station will find a ready-made audience awaiting its broadcast. This is old in the entertainment world—but, its practice is brand new to radio. And because the show will be transmitted over hundreds of stations in the United States, Canada, Australia, South Africa and elsewhere throughout the English speaking world, much more can be spent on production at very little cost to each station for a program of quality.

Coupled with this type of recorded radio entertainment come the problems of distribution. Here again, the motion picture industry with its widespread exchanges has set a precedent. This same distribution plan was adapted to radio this past year and has been tested and proved. Naturally it was necessary to set-up distributing offices in various zones to insure immediate service and delivery to the broadcasting stations in the country.

As long as a sponsor or radio station in a specific territory is guaranteed an exclusive franchise of a variety of transcribed productions and is aided in the exploitation and promotion of these shows, then such companies will be welcomed and encouraged in the industry.

As the quality of the transmitted performance improves—and its consequent recognition by audience and critics—it will of course receive wider acceptance by stations and sponsors. This in itself will encourage greater efforts in production and a constructive spiral will be set in motion. It is interesting to note that the stigma attached to the recorded show is rapidly disappearing. The reasons are obvious. All parties concerned, sponsors, stations, artists, writers and producers are all tasting the transcription business. More and more sponsors are buying recorded shows to be sure of the "job" they will get; stations are happy to be assured good shows that offer no headaches of production; and talent from all fields are now dividing their energies between the concert field, motion pictures, the legitimate theater and transcription productions.



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AERIAL PUBLICIZING, INC.
509 Madison Ave., New York. N. Y. Phone, Eldorado 5-0381. President, Herbert Weston; Vice-President, S. Ayers. BRANCH OFFICE: 122 South Benton Way, Los Angeles, Cal.

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AIR FEATURES, INC.
247 Park Ave., New York. N. Y. Phone, Wickersham 2-0077. President, James E. Sauter.

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ARMAND & L'ESTELLE
410 South Michigan Ave., Chicago, Ill. Phone, Harrison 3435. Armand Buisseret; Estelle A. Lutz.

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ASSOCIATED BROADCASTING CO., LTD.
Hermant Bldg., Toronto, Ontario, Canada. Phone, Elgin 3345. President, E. A. Byworth; Vice-President, D. H. Copeland; Secretary-Treasurer, W. A. Eversfield. BRANCH OFFICE: Crescent Bldg., Quebec, Canada.

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WALTER BIDDICK CO.
Chamber of Commerce Bldg., Los Angeles, Cal. Phone, Richmond 6184. Manager, Ted N. Turner. BRANCH OFFICES: Exchange Bldg., Seattle, Wash. Phone, Main 6440. Russ Bldg. San Francisco, Cal. Phone, Sutter 5415.

•

JOSEPH BLOOM
19 West 44th Street. New York. N. Y. Phone, Vanderbilt 3-8950. President, Joseph Bloom.

•

CHASE & LUDLUM
30 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-4366.

•

CLEVELAND B. CHASE
424 Madison Ave., New York, N. Y. Phone. Eldorado 5-1720. Manager, Joe Cross.

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J. RALPH CORBETT, INC.
Carew Tower, Cincinnati, Ohio. Phone, Parkway 1463. President, J. Ralph Corbett. BRANCH OFFICES: 520 No. Michigan, Chicago, Ill. Phone, Delaware 3265. Graybar Bldg., New York, N. Y. Phone, Mohawk 4-4528.

•

WALTER CRAIG
1 University Place, New York, N. Y. Phone, Gramercy 7-4999. President, Walter Craig.

•

B. CHARLES DEAN CO.
1270 Sixth Ave., New York, N. Y. Phone, Columbus 5-1925. President, B. Charles Dean.

•

EARNSHAW RADIO PRODUCTIONS
6425 Hollywood Blvd., Hollywood, Cal. Phone, Hempstead 5050. President, Harry A. Earnshaw; Secretary-Treasurer, H. L. Earnshaw; Vice-President and Sales Manager, Fenton W. Earnshaw. BRANCH OFFICES: 545 Fifth Ave., New York, N. Y. Phone, Murray Hill 2-3376. Manager, Charles Michelson. 12 Rue Abel Ferry, Paris, France. Phone, Jasmin 18-39. Manager, Herbert Rosen, 171 McDermot Ave., Winnipeg, Canada.

•

GROMBACH PRODUCTIONS, INC.
113 West 57th Street, New York, N. Y. Phone, Circle 7-2678. President, Jean V. Grombach; Treasurer, D. L. Provost; Senior Production Director, Ted Sills; Sales Manager, F. Mulgrew. BRANCH OFFICES: 8 Newberry St., Boston, Mass. Manager, James Murley. 6200 Franklin St., Los Angeles, Cal. Manager, Emil Seidel. 50 New Bond Street, London, England. Manager, Leslie Kettles. Rue de Lorette, Paris, France.

•

INTERSTATE ADVERTISING AGENCY, INC.
Marshall Bldg., Cleveland, Ohio. Phone, Main 9444. President, George A. Kirkendale; Vice-President, C. M. Marvin.

•

FANCHON & MARCO
30 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-5630. Radio Director, Samuel Shayon; Production, Robert Lewis Shayon; Publicity, Dorothy Haas.

•

LEONARD J. FREEMAN, INC.
130 West 42nd Street, New York, N. Y. Phone, Wisconsin 7-1389. President, Leonard J. Freeman; George W. Stone, Jr.

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LILLIAN GORDONI
Hotel Crillon, Chicago, Ill. Phone, Calumet 6700. Owner-Manager, Lillian Gordoni; Musical Director, Alyce Lovan Musmanno; Program Director, Beverly Gay; Recording Manager, Nate Lee.

•

KASPER-GORDON STUDIOS, INC.
140 Boylston St., Boston, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer, Aaron S. Bloom; Manager, Robert W. Graham; Recording Manager, E. N. Buzzell.

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LANGLOIS & WENTWORTH, INC.
420 Madison Ave., New York, N. Y. Phone, Eldorado 5-1620. President, C. O. Langlois; Secretary-Treasurer, R. C. Wentworth; Chief of Copy, Gene Stafford; Ass't Production Manager John Holbrook; Casting Director, W. O'Keefe.

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LEADING ATTRACTIONS, INC.
515 Madison Ave., New York. N. Y. Phone, Plaza 3-8093. Director and Production, Aaron B. Steiner.

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PHILLIPS H. LORD, INC.
501 Madison Ave., New York, N. Y. Phone, Wickersham 2-2213. President, Phillips H. Lord.

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17 East 49th Street, New York, N. Y. Phone, Eldorado 5-6110. Thomas Knight; Edith Meiser; Wallace S. Jordan.

MID-WEST RECORDINGS, INC.
24 South 7th Street, Minneapolis, Minn. Phone, Atlantic 4461. President, H. D. Field; Treasurer, D. E. Field; Secretary, General Manager, L. M. Knopp.

MERTENS AND PRICE, INC.
1240 South Main St., Los Angeles, Cal. Phone, Prospect 2840. President, Fred C. Mertens; Secretary-Treasurer, George Logan, Price; Service Manager, B. M. Fink; National Sales Representative, Charles E. Meredith. Branch Offices: Harold S. Chamberlain & Associates, 681 Endicott Bldg., St. Paul, Minn. Phone, Garfield 4895; C. N. Mullican Co. Realty Bldg., Louisville, Ky. Phone, Jackson 5834; All-Canada Broadcasting System, Calgary, Alberta; All-Canada Broadcasting System, Winnipeg, Canada; All-Canada Broadcasting System, 716 Dominion Bank Bldg., Toronto, Ontario; 923 Dominion Square Bldg., Montreal; Adyar House, 29 Bligh St., Sydney, Australia; 12 Rue Abel-Ferry, Paris, France.

METRO ARTIST BUREAU
1650 Broadway, New York, N. Y. Phone, Circle 7-2829. Director, Ted Nelson.

ROBERT S. NASH CO.
5437 Lisette Ave., St. Louis, Mo. Phone Flanders 4758. President, Robert S. Nash.

PARAMOUNT RADIO PRODUCTIONS
5636 Melrose Ave., Hollywood, Cal. Phone, Thom. 5274. Manager, C. C. McIntosh.

PECK RADIO PRODUCTIONS
3275 Wilshire Blvd., Los Angeles, Cal. Phone, Fi. 8131. President, William M. Peck; Secretary, Thorbe Deakers; Program Director, Clinton Jones.

PETERSON RADIO PRODUCTIONS
1457 Broadway, New York, N. Y. Phone, Wisconsin 7-0069. President, Donald Peterson; Production, Stanley Whitman; Public Relations, Gilbert Braun.

RADIO ASSOCIATES
National Press Bldg., Washington, D. C. Phone, National 7846. Managing Director, L. F. Staggers; Continuity Director, B. C. Schoenfeld.

RADIO PRODUCERS OF HOLLYWOOD
932 No. Western Ave., Hollywood, Cal. Phone, Hollywood 3917. Manager, Lou R. Winston.

ROCKE PRODUCTIONS, INC.
1270 Sixth Ave., New York, N. Y. Phone, Circle 7-7630. President, Ben Rocke; Sales Manager, Norman Livingstone; Production Manager, Ernest E. Chappell.

RADIO PROGRAMS ASSOCIATES
40 East 49th Street, New York, N. Y. Phone, Eldorado 5-4227. President, Bernard Zisser; G. V. Franklin; Arthur Beckworth.

SEABOARD RADIO PRODUCTIONS
71 West 45th Street, New York, N. Y. Phone, Lackawanna 4-8644.

SELVIAIR BROADCASTING SYSTEM
75 East Wacker Drive, Chicago, Ill. Phone, Randolph 8877. President, Arthur A. Kohn; Secretary-Treasurer, Irving Rocklin; Account Executive, Walter Zivi; Production Manager, R. Handleman.

SOUND MASTERS, INC.
1560 Broadway, New York, N. Y. Phone, Bryant 9-2463. Program Director, Teddy Bergman; Vice President, Harold E. Wondsel.

HENRY SOUVAINE, INC.
30 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-5666. President, Henry Souvaine; Earl G. Thomas, Archibald U. Braunfeld; Keith McLeod; Nicholas Orlando; Gordon Whyte; Jack Roche; Arthur Daly; Geraldine Lenni; Helen Cahalane.

STEELE ADVERTISING AGENCY, INC.
Merchants and Mfr. Bldg., Houston, Tex. Phone, Preston 9997. President, H. Wirt Steele.

DOUGLAS STORER PRODUCTIONS
1270 Sixth Ave., New York, N. Y. Phone, Circle 7-7672. President, Douglas Storer.

TIME ABROAD, LTD.
29 West 57th Street, New York, N. Y. Phone, Plaza 3-3017.

UNIVERAL RADIO PRODUCTIONS
180 No. Michigan, Chicago, Ill. Phone, State 2153. Manager, L. M. Rush.

J. FRANKLIN VIOLA & CO.
152 West 42nd Street, New York, N. Y. Phone, Wisconsin 7-3754. Manager, J. Franklin Viola.

ROGER WHITE PRODUCTIONS
1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4943. President, Roger White.

WILSON, POWELL & HAYWARD, INC.
444 Madison Ave., New York, N. Y. Phone, Eldorado 5-0410. President, F. Leroy Wilson; Vice President and Treasurer, Bruce Powell; Vice President and Secretary, Henry P. Hayward; General Manager, James V. Peppe.

LEONARD F. WINSTON
11 West 42nd Street, New York, N. Y. Phone, Pennsylvania 6-8933. President and Manager, Leonard F. Winston; Associate, Julius R. Young.

WOLF ASSOCIATES, INC.
1270 Sixth Ave., New York, N. Y. Phone, Columbus 5-1621. General Manager, Ed Wolf; Production Manager, Jack Rubin; Sales Manager, William Kobentzer; Program Director, Carlo de Angelo. **BRANCH OFFICE:** 6912 Hollywood Blvd., Hollywood, Cal. Phone, Gladstone 0676.

PROFESSIONAL SCHOOLS

Major networks and independent stations as a whole prefer to train new talent within their own ranks. Professional schools however are gradually becoming recognized agencies for recruiting new faces. Among those schools prominent in the radio industry are: Ned Wayburn's Dancing, Singing and Dramatic School, 625 Madison Ave., N. Y. George Marshall Durante, School of Radio Technique, 1270 Sixth Ave., New York; Lillian Gordoni, Hotel Crillon, Chicago, Illinois.

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NEW YORK CITY

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New York

Alfred Music Co.	BRyant 9-6574
Ager, Yellen & Bornstein, Inc.	CIrcle 7-5760
Irving Berlin, Inc.	CIrcle 7-5500
Boosey-Hawkes-Belwin Inc.	GRamercy 5-1146
Boston Music Co.	VAnderbilt 3-6423
Braun Organization	CIrcle 7-7328
Whitney Blake	COlumbus 5-9291
Broadway Music Corp.	COlumbus 5-5767
Irving Caesar, Inc.	COlumbus 5-7868
Chappell & Co., Inc.	CIrcle 7-3870
Crawford Music Corp.	CIrcle 7-7650
Joe Davis, Inc.	CIrcle 7-1812
Donaldson, Douglas & Gumble	CIrcle 7-1591
Famous Music Corp.	CIrcle 7-8262
Leo Feist, Inc.	CIrcle 6-2939
Carl Fischer, Inc.	SPring 7-0900
J. Fisher & Brother	PEnnsylvania 6-6907
Fred Fisher Music Co.	COlumbus 5-1976
Harold Flammer	MUrray Hill 2-7812
Sam Fox Publishing Co.	CIrcle 7-3890



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"I CAN DREAM, CAN'T I"

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Handy Bros. Music Co.	CIrcle 6-8843
Charles K. Harris	BRyant 9-8350
Joe Howard	COlumbus 5-9199
E. B. Marks Music Corp.	CIrcle 7-7277
Marlo Music Corp.	CIrcle 7-6775
Mayer Music Corp	CIrcle 6-1282
Miller Music, Inc.	COlumbus 5-1240
Mills Music, Inc.	COlumbus 5-6350
Joe Morris Music Co.	CIrcle 7-6286
Music Publishers Holding Corp. (Harms, Remick, Witmark)	CIrcle 6-1250
Paramount Music Corp.	CIrcle 7-1480
Ralph S. Peer	COlumbus 5-5952
G. Ricordi & Co.	MUrray Hill 2-0300
Robbins Music Corp.	CIrcle 7-6337
Roy Music Co.	CIrcle 7-7156
Santly Bros.-Joy, Inc.	CIrcle 7-4860
G. Schirmer, Inc.	MUrray Hill 2-8100
Shapiro Bernstein & Co.	CIrcle 7-3553
Clayton F. Summy Co	MUrray Hill 2-3005
Superior Music Inc	COlumbus 5-3620
Jerry Vogel Music Co., Inc.	BRyant 9-6749
Harry Von Tilzer Music Pub. Co.	CIrcle 6-0660
Clarence Williams Music Pub. Co	BRyant 9-2673
Words & Music, Inc.	CIrcle 7-4094

Chicago

Ager, Yellen & Bornstein	DEArborn 9470
Irving Berlin, Inc.	DEArborn 3996
Broadway Music Co.	SHEldrake 2368
Chappell & Co.	CENtral 5579
Crawford Music Corp.	DEArborn 1589
Donaldson, Douglas & Gumble, Inc.	DEArborn 2382
Famous Music Corp.	STAte 0304
Leo Feist, Inc.	STAte 6220
Carl Fischer, Inc.	WEBster 2332
Sam Fox Publishing Co.	HARrison 7952
Gamble Hinged Music Co.	HARrison 1360
Harms, Inc.	CENtral 3646
Mills Music, Inc.	DEArborn 1956
Joe Morris Music Co.	DEArborn 6838
Movietone Music Corp.	HARrison 7952
Paramount Music Corp	FRanklin 9087
Robbins Music Corp.	DEArborn 9543
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1501 BROADWAY NEW YORK CITY

RADIO NEWS SERVICES

CHRISTIAN SCIENCE MONITOR

1 Norway Street, Boston, Mass.
Phone: Commonwealth 4330
Executives: Volney D. Hurd, Director of Broadcasting; Albert Hughes, Radio Editor

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CONTINENTAL RADIO PRESS

576 Fifth Avenue, New York City, N. Y.
Phone: CHickering 4-5800
Executive: T. L. Christie, Executive Editor.

•

INTERNATIONAL NEWS SERVICE

235 East 45th Street, New York City, N. Y.
Phone: MUrray Hill 2-0131
Executives: Joseph V. Connolly, President; Barry Faris, INS News Editor.

•

PRESS RADIO BUREAU

551 Fifth Avenue, New York City, N. Y.
Phone: MUrray Hill 2-5670
Executive: James W. Barrett, Editor.

NEA SERVICE, INC.

Exclusive Representatives: NEA Daily Radio News Features.
Stephen Slesinger, Inc.
250 Park Avenue, New York City, N. Y.
Phone: ELdorado 5-2544

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TRANSRADIO PRESS SERVICE, INC.

342 Madison Avenue, New York City, N. Y.
Phone: MUrray Hill 2-3332
Executive: Herbert Moore, President.

•

TRANSRADIO NEWS FEATURES, INC.

9 Rockefeller Plaza, New York City, N. Y.
Phone: CIrcle 7-4560
Executive: W. G. Quisenberry, President.

•

UNITED PRESS ASSOCIATIONS

220 East 42nd Street, New York City, N. Y.
Phone: MUrray Hill 2-0400
Executives: Hugh Baillie, President; E. M. Williams, General Sales Manager; Webb Artz, Radio News Manager; A. F. Harrison, Radio Sales Manager.

•

RADIO NEWS ASSOCIATION

342 Madison Avenue, New York City, N. Y.
Phone: MUrray Hill 2-3332
Executive: Frederick M. Harmon, President.

Association of Radio News Editors and Writers

360 No. Michigan Ave., Chicago, Ill.

President: Kendall B. McClure

CONSTITUTION AND BY-LAWS

Name, Object, Duration

SECTION 1. *Name.* This association shall be known as ASSOCIATION OF RADIO NEWS EDITORS AND WRITERS and is organized not for individual profit or gain.

SECTION 2. *Object.* To bring together radio and television news editors and writers in accordance with the principles, procedure and ethics of the organization, to wit:

1. We subscribe to the broadcasting of all news insofar as it is in good taste. We shall determine good taste as it is represented in the freedom of American thought and public interest.

We adopt the canons of Journalism as set forth by the American Society of Newspaper Editors, insofar as they apply to radio broadcasting as set forth herewith.

2. We recognize the responsibility of a radio news broadcast as being restricted by nothing but consideration of public welfare. The use a radio station makes of the share of public attention it gains serves to determine its sense of responsibility which it shares with every member of its staff. A radio journalist who uses his power for any selfish or otherwise unworthy purpose, is faithless to a high trust.

3. We subscribe further to the contention that we, as radio news editors and writers, are free from all obligations except that of fidelity to the public.

4. We subscribe to the theory that any promotion of any private interest on any news program except one designated as a paid commercial announcement is contrary to general welfare.

5. We subscribe to the principle of freedom of speech; and that it be guarded as a vital right of mankind. It is our unquestionable right by law, including the wisdom of any restrictive statute. To its privilege under the freedom of American institutions, are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States.

ARTICLE II

SECTION 1. *Qualifications.* Membership in this association is selective. An applicant for membership shall have the following necessary qualifications:

(a) Must be of sound mind.
(b) Must be American in ideals and principles.
(c) Must be familiar with the problems arising in radio news editing and writing.
(d) Must gain his livelihood from the writing or editing of news or radio broadcasting.

The association will have the power to elect honorary members by a majority vote of the Board of Directors and/or members in good standing attending any regular or special meetings.

SECTION 2. *Method to become a member.* Application for membership in this association shall be submitted in writing by applicant and tendered to the Board of Directors. Application shall be acted upon by ballot of the Board of Directors after a reading of the application. An applicant voted on receiving three or more rejected votes shall be refused admission. Any rejected applicant may make new application for membership after ninety days from date of rejection.

Regular Meetings. There shall be one regular meeting each year at a place and time designated by the Board of Directors.

Officers and Duties

Officers shall consist of President, three Vice-Presidents, Secretary-Treasurer and a Board of Directors. The Board of Directors shall consist of not less than five and not more than nine members. All officers and directors shall be elected by a majority of members in good standing in attendance at the regular meeting and shall serve for a period of one year. All officers and directors may be re-elected from time to time. The President shall be a member of the Board of Directors.

Board of Directors shall consist of at least five members and not more than nine members. Each director shall serve for a period of one year. The Board of Directors by a majority vote shall elect a chairman.

Membership Cards

The association shall cause to be issued membership cards identifying the members' association with the ASSOCIATION OF RADIO NEWS EDITORS AND WRITERS.

AMERICAN SOCIETY of COMPOSERS, AUTHORS and PUBLISHERS

ASCAP is a voluntary non-profit associations of citizens of the U.S.A., qualified and recognized composers, authors and publishers of musical compositions. ASCAP was organized in 1914 by the late Victor Herbert and a few of his contemporaries who recognized the need of protection for the individuals who owned compositions of a musical nature and could not protect them from infringement.

The Revenue collected by ASCAP for licenses issued to commercial users of music in public performances, after operating expenses have been deducted, is entirely divided each three months amongst the members of the Society and of foreign societies with which ASCAP is affiliated. Membership of the entire group now exceeds forty-five thousand of the men and women who write most of the music of the world. The Society is the sole haven for the indigent, aged, or ailing composer and author in this country.

At the inception of radio broadcasting, broadcasters refused to pay for the right to use the copyrighted musical works controlled by the society. The question was litigated, and finally acted upon by the Supreme Court of the United States, who granted judgment in favor of the Society and ordered that a reasonable fee be attached to the broadcasters for the rights of the copyrighted compositions.

ASCAP PUBLISHERS

A B C Standard Mus. Publications, Inc.
Berlin, Irv., Standard Mus. Corp.
Abrahams, Maurice, Inc.
Ager, Yellen & Bornstein, Inc.
Alfred Music Co., Inc.
Feature Music Syndicate
Lowe-Goulston, Inc.
Manus Music Co., Inc.
Piantadosi, Al., Music Publisher
Rosey, Geo., Band & Orch. Catalog.
Song Creators
Allen, Thornton W., Co.
Amsco Mus. Sales, Co., Inc.
Ascher, Emil, Inc.
Brooks & Denton
Empire Music Co.
Royal Music Co.
Barnhouse, C. L., Inc.
Belwin, Inc.
Berg, S. M.
Cinema Music Co.
Berlin, Irving, Inc.
Birchard, C. C. & Co.
Bond, Carrie Jacobs, & Son
Boston Music Company
Hatch Music Company
Thompson, C. W., Co.
Briegel, Geo. F., Inc.
Broadway Music Corporation
Artmusic, Inc.
Empire Music Co., Inc.
York Music Co., The
Brooks Music Pub. Co.
Browne, Ted, Music Co.
Caesar, Irving, Inc.
Century Music Pub. Co.
Chappell & Co., Inc.
Chappell-Harms, Inc.
Church, John, Co., The
Coleman, Robert H.
Composers' Music Corp.
Conrad, Con. Mus. Pub., Ltd.
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Donaldson, Douglas & Gumble, Inc.
Elkan-Vogel Co., Inc.
Evans Music Company
Exclusive Publications Inc.
Bloom, Harry, Inc.
Milsons Mus. Pub. Corp.
Famous Music Corporation
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Fischer, Carl, Inc.
Oxford University Press
Fischer, J., & Bro.
Fisher, Fred, Music Co., Inc.
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Flammer, Harold, Inc.
Luckhardt & Belder
Foley, Charles
Forster Music Publisher, Inc.
Fox, Sam, Publishing Co.
Pallma Music Publishers, Inc.
Galaxy Music Corp.
Gamble Hinged Music Co.
Wulschmer Music Co.
Georgeoff, Evan, Mus. Pub. Co.
Gershwin Pub. Corp.

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Handman, Kent & Goodman, Inc.
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Hall-Mack Company
Geibel, Adam, Music Co.
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Gay, Mace, Catalog
Jaques, Percy
Musiclovers Co.
Partee, C. L., Music Co.
Shattuck, B. E.
Virtuoso Music School
Williams, Ernest S.
Jenkins Music Company
Jones, Isham, Music Corp.
Jungnickel, Ross, Inc.
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Kendis Music Corporation
Leslie, Edgar, Inc.
Lewis Music Corp.
Lincoln Music Corp.
Capano, Frank, Music Pub.
Lorenz Publishing Co.
Tullar-Meredith Co., Inc.
Ludwig Mus. Pub. Co.
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Bergstrom Mus. Co., Ltd.
Berliner, Leo E., Pub. Co.
Chilton, Forrest S.
Dresser, Paul, Pub. Co.
Evans (George Honeyboy Evans)
Fassio, A.
Globe Music Publishing Co.
Halle, R. L.
Jordan, Julian, Mus. Co.
Marks, Edw. B., Music Corp. (Cont.)
King, Chas. E.
Lecuona Music Co.—Cuba
Lyceum Music Co.
Metz, Theodore, Music Co.
Miller, Roy M.
Musin, Ovide
Penn, Wm. H.
Petrie, H. W., Catalog
Prelude Mus. Co.
Primrose & West Mus. Co.
Recker, Robert, Music Co.
Reed, Bert, Catalog
Reed & Keller Catalog
Seitz, R. F.
Shields, Ren
Stern, Jos. W., & Co.
Vandersloot Music Publishing Co.
Wagner & Levien
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Marlo Music Corp.
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Miller, Bob, Inc.
Miller Music, Inc.
Mills Music, Inc.
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Clark, Frank, Mus. Co.
Daly, Joseph, Mus. Pub. Co.
Edwards, Gus, Mus. Pub. Co.
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Lillenas Pub. Co.
New World Music Corp.
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Paull-Pioneer Music Co.
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Metro-Goldwyn-Mayer Corp.
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Carlson, M. L.
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Santly Bros., Inc.
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Southern Music Pub. Co., Inc
Acme Music Pub. Co.
Bleyer, Archie, Inc.
Blues Music Co.
Bradford, Perry, Inc.
Bradford, Perry, Music Co.
Palmer, Robert, Music Pub. Co.
Stasny Music Corp.
Bibo-Lang, Inc.
Stasny-Lang, Inc.
Summy, Clayton F., Co.
Superior Music, Inc.
Tesio, P., & Sons
Major Music, Inc.
Tesio-Major, Inc.
Victoria Publishing Co.
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Haviland, F. B., Pub. Co.
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Brussels, Belgium

Sociedade Brasileira de Autores Theatraes
Rio de Janeiro, Brazil

Association Cooperative Bulgare pour la Protection des Droits d'Auteurs
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Stockholm, Sweden

Schweizerische Gesellschaft Fur Auffuhrungsrechte
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SOCIETY OF EUROPEAN STAGE AUTHORS and COMPOSERS, Inc.

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Increasing during the past few years with amazing rapidity, the roster of SESAC licensed broadcasting stations numbered 500 at the close of 1937. This group embraces practically all radio system networks and stations, large and small, of commercial importance. Music made available to these broadcasters by SESAC includes a vast and diversified international repertory of copyrighted compositions and works. Also included among material ready for use by the broadcasting industry are a wide variety of operettas, musical comedies, plays, dramas and radio sketches. Numerous SESAC transcriptions and recordings are in constant use by radio stations.

Relations with stations are handled from SESAC's executive offices in New York City and by traveling representatives visiting the various radio stations. A program service department is maintained by SESAC, also in New York headquarters, whose function is to assist the stations in matters of program, music and copyright clearance.

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Accordion Music Publishing Co., New York
Deiro, Pietro

Adler (see Edition Adler)

Albright Music Company (see National Music Co.)

Alford, Harry L., Chicago

Altschuler, J.; Warsaw

Apollo Music Company; New York

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Vincent, Howard & Preeman, Ltd.; Los Angeles
Vincent and Howard, Ltd.
Preeman, Morse M.

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Culla, Antonio; Barcelona

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Ediciones A. Urmeneta; Barcelona

Edition Adler; Berlin
(Successor, Heinrichshofen's Verlag; Madgeburg)

Edition "Jastrzab"; Warsaw
Rudnicky, Walery; Warsaw
"W.J.R."; Warsaw
Rzepecki, J.; Warsaw

Editions Fermata (See Editions Internationales Fermata)

Editions Internationales Fermata; Buenos Aires
(South American Publications)

Editions Internationales Fermata; Warsaw
(European Publications)

Editions "Olympia"; Warsaw

Editions Pro Arte; Lwow - Warsaw

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Forberg, Rob.; Leipzig
International Edition; Leipzig

Gebethner & Wolff; Warsaw

Gehrmans Musikforlag, Carl; Stockholm

Grabczewski, F.; Warsaw

Haberer-Helasco, Hermann; Madrid - Berlin - Lisbon

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Harmonie-Verlag; Berlin
including compositions taken over from Hermann Seemann, Nachfolger; Leipzig

Hart's Music Company (See National Music Co.)

Hathaway, Franklin Earl, Music Publisher; Chicago

Hearst Music Publishing Co. (See Cole)

Helasco (See Haberer-Helasco)

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International Edition (See Forberg)

Jastrzab (See Edition "Jastrzab")

Jewel Music Publishing Co.; New York

King Music House, Inc.; K. L.; Fort Dodge, Ia.

Kjos Music Co., Neila; Chicago

Lebendiger, Henryk (See Editions Internationales Fermata)

Master Music Makers (See Cross & Winge)

Moderne Edition (See Cole)

Moderne Publications (See Cole)

Mora, Jose; Barcelona

Music Products Corporation; Chicago

National Music Company, Inc.; Chicago
Albright Music Company; Chicago
Fairbank Company, H. W.; Chicago
Hart's Music Company; Chicago
Popular Music Publications; Chicago
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Nattrass-Schenck, Inc.; New York

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Olympia (See Editions "Olympia")

Orduna, Leopoldo; Barcelona

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Polskie Towarzystwo Muzyki Wspolczesnej; Warsaw

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Preeman (See Cole)

Pro Arte (See Editions Pro Arte)

"PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw

Radio City Guitar Studio; New York

Rialto Music Publishing Co.; New York

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Rodriguez (See Ediciones Rodoch)

Rondo-Verlag; Berlin
Alfred Becker; Berlin

Rudnicki, Walery (See Edition "Jastrzab")

Rzepecki (See Edition "Jastrzab")

Sajewski, W. H.; Chicago

Schmitt Music Company, Paul A.; Minneapolis

Schuberth, Edward, & Co., Inc.; New York

Seemann (See Harmonie-Verlag)

Select Music Company (See National Music Co.)

SESAC Publications; New York
Seyfarth, G.; Lwow
Smith Music Co., Inc., Wm. J.; New York
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Thorsings Musikforlag, Alfred; Copenhagen
Union de Compositores; Barcelona, Spain
Urgelles, J.; Barcelona
Urmeneta (See Ediciones A. Urmeneta)
Vincent, Howard & Preeman (See Cole)
Vitak-Elsnic Co.; Chicago
Warszawskie Towarzystwo Muzycne (Warsaw Music Society); Warsaw
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"W.J.R." (See Edition "Jastrzab")
Yanguas, Mariano; Madrid
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(Authors-Composers and Publishers Association of Poland)

SESAC also controls all performing rights to the compositions and works as indicated, of the following:

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Fischer, Verlag, S.; Berlin (Radio plays)
Gordon, Paul; Berlin - Paris (Radio plays, one act plays, sketches, scenes, skits, short stage plays and short operettas)
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Vieweg, Chr. Friedr.; Berlin (Orchestral Works, Chamber Music and Musical Dramatical Works)

F. C. C. REGULATIONS REGARDING ANNOUNCEMENT of CALL LETTERS of BROADCAST STATIONS

"Each licensee of a broadcast station shall announce the call letters and allocation as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech, play, symphony concert or operatic production of longer duration than 30 minutes; and in such cases the announcement of the call letters and location shall be made as soon as possible."

The Commission announces the following interpretation of the second sentence which reads: "In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour."

Call Letters of stations need not be announced within *exactly* 30 minutes or less of the previous announcement but shall be made as near thereto as practicable. During variety-show programs, baseball game broadcasts, etc., of an hour or more in duration, the call letter announcements shall be made on the hour and half hour within a 5-minute period thereof. That is, the half hour announcement shall be made between 25 and 35 minutes after the hour, and likewise the hour announcement shall be within 5 minutes of the hour.

The interpretation given above in no way affects the waiver clause given in the last sentence of this rule.

WPA FEDERAL THEATER RADIO DIVISION

Evan Roberts ..... Managing Director
Ivan Black ..... Director of Information
Leo Fontaine ..... Director of Radio Continuity
Morris Segal ..... Director of Technical Department
Hal Stephens ..... Business Manager
Oliver W. Nicoll ..... Manager of Program Service
Donald Macfarlane ..... Production Manager
Ashley Buck ..... Director
Edward Downes ..... Director
Elizabeth Tuthill ..... Director
Karl Schulz ..... Musical Director

From its inception, March 23, 1936, to December 31, 1937 (a period of almost two years) the WPA Federal Theater Radio Division has produced thirty-four series of broadcasts over various networks which have donated more than $1,800,000 worth of time, while the project has cost the government $305,000 of which $290,000 has been spent for salaries to otherwise unemployed professionals in the radio field. Network time already contracted for between January 1st and June 30th, 1938 is conservatively valued at $1,100,000. The project receives all radio time gratis.

Here is a list of the Radio Division's **series:**

1—**TISH** by Mary Roberts Rinehart over WABC and the COLUMBIA NETWORK.

2—**EPIC OF AMERICA** by James Truslow Adams over WOR, MUTUAL and CANADIAN NETWORKS.

3—**PROFESSIONAL PARADE** over WJZ and the BLUE NETWORK of NBC.

4—**CHORAL CONTRASTS** over WOR and the MUTUAL NETWORK.

5—**CONTEMPORARY THEATER** over WQXR.

6—**HISTORY IN ACTION** over WHN.

7—**PIONEERS OF SCIENCE** over WHN and the TRANSAMERICAN NETWORK.

8—**IBSEN'S PLAYS** over WQXR.

9—**SHAKESPEARE'S PLAYS** over WMCA.

10—**LITERARY FORUM** over WHN and the TRANSAMERICAN NETWORK (with N. Y. U.)

11—**REPERTORY THEATER OF THE AIR** over WEVD.

12—**SYMPHONIC DRAMA** over WQXR.

13—**GILBERT AND SULLIVAN** (complete) over WQXR.

14—**OSCAR WILDE'S PLAYS** over WQXR.

15—**PEOPLE'S THEATER** over WQXR.

16—**PORTRAITS IN OIL** over WHN.

17—**FIRST FRONTIERS** over WHN (children's program).

18—**BACK TO BUSINESS** over WNEW (with U. S. Office of Education).

19—**RADIO ALMANAC** over WHN (with WPA Federal Writers' Project).

20—**TRAGEDY OF MAN** by Imre Madach over WQXR.

21—**YOUR POETRY AND MINE** over WMCA.

22—**SERENADERS** over WNYC (with WPA Federal Music Project).

23—**MUSIC AT NINE** over WMCA and WQXR (with WPA Federal Music Project).

24—**NEGRO ART SINGERS** over WNYC and WQXR (with WPA Federal Music Project).

25—**NEGRO MELODY SINGERS** over WNYC and WQXR (with WPA Federal Music Project).

26—**MADRIGAL SINGERS** over WNYC and WQXR (with WPA Federal Music Project).

27—**SAFETY MUSKETEERS** (in association with the U. S. Office of Education) WOR.

28—**THE WORLD IS YOURS** (in association with the U. S. Office of Education) WEAF.

29—**JULES VERNE** over WHN and TRANSAMERICAN NETWORK.

30—**BACKSTAGE INTERVIEWS** over WHN and TRANSAMERICAN NETWORK.

31—**EXPLORING THE ARTS AND SCIENCES** over WQXR.

32—**EXPLORING THE SEVEN ARTS** over WQXR.

33—**FOUR ARTS FORUM** over WHN.

34—**THROUGH THE ART WORLD** over WEVD.

In addition to these programs, the WPA Federal Theater Radio Division has supervised the production of seventy-eight (78) hours of music each month broadcast from WNYC by the WPA Federal Music Project.

Estimated, more than 10,000,000 radio listeners each week tune in on programs by the WPA Federal Theater Radio Division. The TISH program alone, the No. 1 sustainer on the Columbia Network, has a weekly audience of more than 5,000,000. EPIC OF AMERICA over Mutual, etc., for which the American Legion Auxiliary is sponsoring an Essay Contest, is rapidly building.

The 150 actors, writers, directors, technicians, supervisors, and office workers who comprise the WPA Federal Theater Radio Division have seen their efforts praisefully publicized in important papers and magazines in every state in the Union.

Showman's Calendar

FOR 1938

—JANUARY—

1: New Year's Day (In all the States, Territories, District of Columbia and possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).

4: Utah Admitted (1896).
New Mexico Admitted (1912).

8: Anniversary of the Battle of New Orleans (Louisiana).

17: Benjamin Franklin Born (1706).

19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).

21: Stonewall Jackson Born (1824).

29: McKinley Born (1843).

30: Franklin D. Roosevelt's Birthday.

—FEBRUARY—

3: Horace Greeley Born (1811).

4: Col. Charles A. Lindbergh Born (1904).

7: Charles Dickens Born (1812).

6-13: National Boy Scout Week.

9: Nebraska Admitted (1867).

11: Thomas A. Edison's Birthday.
Daniel Boone Born (1734).

12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.

14: Valentine's Day.
Admission Day (Arizona).

15: Destruction of the Maine (1898).

22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).

27: Henry Wadsworth Longfellow's Birthday.
First Railroad Charter (1827).

—MARCH—

2: Ash Wednesday (First Day of Lent).
Texas Independence Day.

3: Maine Admitted (1820).
Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).

4: Pennsylvania Day.

5: Boston Massacre (1770).

7: Luther Burbank's Birthday (California).

17: St. Patrick's Day.

21: First Day of Spring.

22: Emancipation Day (Puerto Rico).

25: Maryland Day.

30: Seward Day (Alaska).

—APRIL—

1: All Fools' Day.

6: War Declared with Germany (1917).

7: Peary Discovered North Pole (1909).

8: Battle of Appomatox (1865).
Louisiana Admitted (1812).
Good Friday.

9: Surrender of General Lee (1865).

10: Palm Sunday.

12: Halifax Independence Resolution (North Carolina).

13: Thomas Jefferson's Birthday (Alabama).

14: Assassination of Abraham Lincoln.

17: Easter Sunday.

19: Patriot's Day (Maine, Massachusetts).

21: Anniversary of Battle of San Jacinto (Texas).

22: Morton's Birthday (Nebraska).
Arbor Day (Nebraska).

23: William Shakespeare Born (1564).

24: First Newspaper Issued in America (1704).
U. S.-Mexico War (1846).

25: War Declared with Spain (1898).

26: Confederate Memorial Day (Alabama, Florida, Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).

27: General U. S. Grant Born (1822).

28: President Monroe Born (1758).

30: Louisiana Purchased.
Washington Became First President (1789).
Rhode Island Settled (1636).
Daylight Saving Time Starts.

—MAY—

1: May Day.
Child Health Day.
Labor Day (Philippines).
Dewey's Victory in Manila (1898).

2: Stonewall Jackson Shot (1863).

5: Napoleon's Death (1821).

7: Lusitania Torpedoed (1915).

8: Mother's Day (2nd Sunday).

10: Confederate Memorial Day (Kentucky, North Carolina).

11: Minnesota Admitted (1858).

12: Florence Nightingale Born (1820).

20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).

21: Lindbergh's Flight to Paris (1927).

23: South Carolina Admitted (1788).

24: First Telegraph Message Sent (1844).
Empire Day (Canada).

29: Wisconsin Admitted (1848).

30: Confederate Memorial Day (1848).
Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

—JUNE—

1: Kentucky Admitted (1792).
Tennessee Admitted (1796).

3: Confederate Memorial Day (Tennessee).
King's Birthday (Canada).
Jefferson Davis' Birthday (1808).

6: Nathan Hale's Birthday (1756).

8: Battle of New Orleans (1815).

10: Franklin Drew Lightning From Sky (1752).

14: Harriet Beecher Stowe's Birthday.
Flag Day.

15: St. Swithin's Day.
Arkansas Admitted (1836).
Pioneer Day (Idaho).

17: Bunker Hill Day.

18: Battle of Waterloo (1815).

19: Beginning of War of 1812.

20: West Virginia Day.

21: Longest Day in Year.

23: Penn Signs Treaty of Peace with Indians.

26: First American Troops Land in France (1917).

—JULY—

1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).

2: Garfield's Assassination (1881).

3: Idaho Admitted (1890).

4: Independence Day.

10: Wyoming Admitted (1890).

11: John Quincy Adams Born (1767).

13: Forrest's Day (Tennessee).

24: Pioneer Day (Utah).

25: Occupation Day (Puerto Rico).

—AUGUST—

1: Colorado Day.
Beginning of World War (1914).

3: Civic Holiday (Canada).

10: Missouri Admitted (1821).

13: Occupation Day (Phillipines).

15: Panama Canal Opened (1914).

16: Bennington Battle Day (Vermont).

20: Benjamin Harrison Born (1833).

—SEPTEMBER—

5: Labor Day.

6: Lafayette Day.
President McKinley Assassinated (1901).
First Battle of the Marne.

9: Admission Day (California).

12: Defender's Day (Maryland).

17: Constitution Day.

22: Nathan Hale Executed (1776).

23: First Day of Autumn.
American Indian Day (4th Friday).

24: Daylight Saving Time Ends.

26-27: Rosh Hashonah (Hebrew).

—OCTOBER—

1: Missouri Day.

5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
Yom Kippur (Hebrew).

8: Chicago Fire (1871).

9: Fraternal Day (Alabama).

12: Columbus Day.

14: Farmer's Day (2nd Friday) (Florida).

18: Alaska Day.

19: Surrender of Cornwallis (1781).

27: Navy Day.

30: National Girl Scout Week (Ends Nov. 5).

31: Hallowe'en.
Admission Day (Nevada).

—NOVEMBER—

1: All Saints' Day (Louisiana).
North and South Dakota Admitted (1889).

4: John Philip Sousa Born (1854).

7: Montana Admitted (1889).

11: Armistice Day.
Washington Admitted (1889).

16: Oklahoma Admitted (1907).

17: Suez Canal Opened (1869).

24: Thanksgiving Day.

—DECEMBER—

3: Illinois Admitted (1818).

7: Delaware Day.

8: Eli Whitney Born (1765).

11: Alfred Nobel Born (1833).

12: First Marconi Wireless Across Atlantic (1901).

16: Boston Tea Party (1773).

21: Shortest Day of Year.
Pilgrims Landed at Plymouth Rock (1620).
Woodrow Wilson's Birthday (South Carolina).

25: Christmas Day.

29: Iowa Admitted (1848).

31: West Virginia Admitted (1862).
New Year's Eve.

ARBOR DAY is observed in states on different days, usually in the Spring. The dates in the same states often vary from year to year by proclamation.

DEVELOPMENT OF THE ITALIAN RADIO MARKET IN THE EAST

By HYLA KICZALES

General Manager, International Broadcasting Corp.

JUST a short seven years ago, none of the ranking national advertisers realized that exploitation of the Italian radio market would be as important a part of their yearly campaigns as are their "big" network shows. Nor could they be blamed, for in the early days of the development of this phase of radio there were so many abusive practices, they did well to disregard it. Contracts were made for broadcasts in any language the sponsor desired, small merchants were given spot announcements in languages other than that of programs immediately preceding or following them. Waste was the rule. Those who first attacked the problem intelligently, had much ill will to overcome. There were months of effort spent in undoing the unpardonable mistakes of these gropers. The directors of the IBC not only realized the potentialities resting in a consolidated foreign audience, but also the vital necessity of concentrating on a particular element, in their case, the Italian. They saw that the Italian people, innately, hardworking, thrifty and appreciative of the finer aspects of life, offered the most fertile ground for development. Federal, state, municipal and private factions interested in these people were enlisted to the furtherance of their aims. Cooperation of the Italian press was solicited and immediately won. The best Italian actors, directors and writers were drawn from the ranks of the Italo-American Theater and from the Italo-American Press. No stone was left unturned in search for the best talent. The resulting programs, musical, dramatic and educational, created a genuine appeal to the Italian-speaking American.



Today, an entirely different picture confronts the prospective buyer of "air time." The complete development of the Italian market has attracted all of our large national advertisers. "Time" is at a premium and it is hardly surprising, for the IBC, consisting of WOV and its affiliated stations, has had 90 per cent renewals this past year. 20 per cent of the sponsored programs currently broadcasted have been renewed continuously for the past four years.

The IBC feels it has done a "real" job. It has changed certain chaos into a well-ordered, profitable undertaking. Today, the IBC feeds daily programs to a chain of fifteen stations throughout the East, creating an outlet into the country's most densely populated areas and reaching the homes of close to 3 million Italians, a full-grown market.

PROMOTION DIGEST

101 Tried and Proven Showmanship Ideas

By

TED LLOYD

of the staff of Radio Daily

THE following compilation of promotional and exploitation material represents a selection of successful stunts employed by stations, sponsors, agencies and station representatives during the past year. RADIO DAILY welcomed these contributions to its columns. Herewith, one may find material credited to a station or party which had been done before by another. RADIO ANNUAL does not assume ownership of the foregoing material nor does it necessarily signify that the basic idea for the tried stunt originated with the credited source.

From year to year this section will be abreast with the trend of the times and it is hoped that advertising, publicity and exploitation people representing all branches of radio will continue to send their brain children to RADIO DAILY for publication.

To all we acknowledge our indebtedness in helping us compile this section.

Users of digested material are cautioned to bear in mind any local laws that prohibit prize contests or giveaway stunts or such contests that may come under the classification of lotteries.

Radio Scavenger Hunt

★ WMBH, Joplin, Mo., developed a radio scavenger or treasure hunt for one of the sponsors. Cash prizes were offered with an extra bonus for the person finding all articles to be hunted. Six spot announcements on the half-hour, beginning at 7 p.m., directed the treasure hunters to the different articles on the night's hunt. Deadline for finishing the hunt was 10 p.m. A service station tie-in (in this case—sponsor controlled a few service stations) is that a receipt for a purchase of gasoline was accepted in lieu of any of the articles ordered in the treasure hunt.

Burns and Allen Gag

★ WHEN Burns and Allen switched sponsors and went to Grape-Nuts program on NBC Monday nights, they got out a dummy box of the breakfast food which was widely circulated. After the box is opened, cardboard reproduction of the comedy teams pops out smartly, aided and abetted by rubber bands

within. Young & Rubicam, the agency, got it out.

Store-Window Broadcast

★ ONE of the five weekly quarter-hour airings of "Style and Smile Leaders" sponsored by a Kansas City clothing firm over WHB, was shifted to the store window, where Jack Grogan and Les Jarvies originate the show. Powder puffs and nail files were given to sidewalk listeners who were induced to come into the store by announcement of the awarding of ten pairs of tickets to those guessing nearest true value of diamond ring displayed within.

Daily News Stunt

★ KOIL, Omaha and "The Omaha Bee-News" started a co-operative daily stunt in connection with the station's regular evening news period. Each day some good local story was chosen from the newspaper for exploitation and a member of the "Bee-News" staff would write in the story's background after which the person concerned in the story would be interviewed and his "quotes" were recorded. This record would go on during the regular news show. Newspaper would carry a note at the bottom of the story selected for that day calling attention to the fact that it was to be aired.

Broadcasts from Parks

★ BROADCASTING from city in Denver by KLZ and inviting youngsters in particular to be present at the airings, built up a great adult and kiddie audience for the station. Putting the kids on the air assured the station that many parents would have the sets dialed to KLZ in the hope of hearing their youngster's voice. Show was piped from various points in the parks such as the bird lake, monkey island and bears' cage Saturday afternoons. In the event of rain, program was switched to the park's museum.

Collegiate Tieup

★ DON WITHYCOMB, general manager of WFIL, Philadelphia, arranged with eight colleges to substitute a radio script in lieu of a composition assignment in the English course. Students submitted a quarter-hour script weekly, the college profs picking the best for station's approval which was assigned to John Clark, program head of WFIL.

New Angle on Job Clinic

★ ENLISTING the aid of Walter Springer, manager of the Rockland office of the Illinois State Employment department, WROK of Rockland, Ill., drafted a slightly new angle in the recent "Help Thy Neighbor" broadcasts by using only persons, both male and female, who have been registered and supplied by the employment office. Employer-listener, noting the tone of sincerity established through the participation of the state's employment office in these airings, responded with the result that permanent employment was obtained for three out of six persons interviewed on the show. Because of the response, the employment office had pledged itself to full co-operation on succeeding shows.

April Fool Feature

★ A COMPLETE encyclopaedia of gags was revealed on a special April Fool's Day broadcast featuring Pat Barnes as emcee over WINS, New York. For about fifteen days prior to the broadcast, listeners were invited to submit new and unusual tricks to catch the unwary on that celebrated day. Prizes were awarded for the best gags selected by the station's judges and a few were dramatized or described during the show. Program also featured the inside story of some famous tricks played on celebrities in all walks of life.

Premium-Helper for Sponsors

★ WTMJ, Milwaukee, decided to help advertisers to choose the proper give-aways and sent out letters to 30 specialty suppliers requesting samples. Gathering quite a collection, these were displayed at the station with descriptive data, pictures of premiums and price lists kept on file in the sales department.

Court Solution Contest

★ A PHILADELPHIA firm sponsoring a "Court of Human Relations" show via WFIL, got around the bar association's ban on lawyers giving advice over the radio by inviting the radio audience to solve the listener's problem. Three best letters were awarded prizes.

Wake 'Em for Broadcast

★ WMT, Cedar Rapids-Waterloo, and KRNT and KSO in Des Moines, in conjunction with all stations of the Iowa network, pulled a neat promotion stunt in connection with the coronation broadcasts which for a time threatened to tie up every telephone line coming into stations. Broadcast started in the middle west at 3 a.m. Several announcements were given on the air prior to the broadcast, stating that if anyone wanted to get up and hear the program, the stations would be glad to call them just before it was scheduled to take to the air. As a result two extra girls had to be hired to take care of the calls in the Cedar Rapids studios which netted the station a good deal in the way of good will and promotion.

Kitchen Program Tieup

★ THROUGH a tieup with a giveaway game, the "Meet the Missus" program sponsored by a soap flake company on WBBM, WCCO, WJR, WKRC and WHK, was drummed up into great interest among the housewives. Game is a variation of Parchesi, using a board which fits on top of a bridge table. This

board is sent for one box top and ten cents. Demand was rather heavy.

Fishing Program Contest

★ In connection with his "Let's Go Fishing" twice-weekly 15-minute show via WJW, Akron, Sportscaster Bill Grifiths conducted a contest offering prizes for the largest bass and blue-gill caught in the surrounding five counties. Show gave dope on water conditions, week's best catch, etc.

Movie Memory Test

★ The first 25 persons telephoning WHN, New York, and giving the correct name of the leading player of a past motion picture hit named on the air, received guest tickets to their nearest Loew theaters as part of the Radio Movie Club broadcast.

Studio As Convention Hall

★ To bring advertisers and local dealers into closer contact with the station, KMOX, St. Louis, has invited several organizations to hold their sales meetings in the studios. Within six weeks more than 2,500 had attended sales get-togethers at the station, conducted their regular business meetings and enjoyed live-talent shows aired from the station's playhouse. Station's execs felt this promotion highly beneficial in familiarizing advertisers and retailers with station's selling power and facilitating successful exploitation of programs.

Listener Checkup via Street

★ A unique and voluntary answer to the "How many are listening?" problem was received by the Electric Construction & Appliance Co., sponsors of a daily "Man on the Street" broadcast over WHBF, Rock Island and Moline, Ill., and Davenport, Ia.

Theater tickets are offered the first person phoning in the correct answer to a daily question asked the radio audience by Ivan Streed and Forrest Cooke, street interrogators. The local telephone company informed station heads it was necessary to put on extra operators to handle station calls received during the broadcast.

The "Man on the Street" show has been aired commercially for the last year and a half at 12 noon and is one of the most popular features on WHBF.

KMMJ Farm Prosperity Stunt

★ KMMJ, of Clay Center, Neb., has a novel series of follow-up exploitational stuff in an assortment of small sacks being mailed out with large tag attached for address and promotion spiel. One sack has a bit of Nebraska top soil, another corn and others to follow with various grain products, symbolic of its farm area prosperity and buying power. Stunt has attracted considerable attention. Furgason & Ashton are the station's rep.

Street Interviews Recorded

★ A new idea in street interviews was presented recently to listeners of WSPA, Spartanburg, S. C. During the past year, Pat has been conducting a street broadcast each week from the business section of town. The other day a regular street broadcast was conducted during which time Pat told those whom he interviewed, that he wanted to make a recording of the program.

He went about it something like this: "Have you ever heard your voice on the air: If not, how would you like to do so?" In all cases the persons stated they would like very much to hear themselves. Then Pat told them if they would stick around for just a few minutes he would put on a special broadcast which would be recorded. In contrast to the usual custom of street becoming deserted, the crowd hung around to see what would really happen next.

Immediately upon conclusion of his regular broadcast, he called upon his friend, Irvin Stone of the State Theater to lend his recording equipment and the mythical broadcast went on. After each person had spoken into the mike, Pat told them to listen at 6:30 p.m. that afternoon and they would hear themselves on the air. Promptly at 6:30, the recording was started with usual street introduction and the interview began. Phone calls into the studio immediately following the recording showed plainly that stunt was a novel one. Negotiations are under way to sponsor such a show each week.

New Twist in Salutes

★ A new twist in salutes to neighboring communities has been started by WWVA, Wheeling, W. Va., with Moundsville as the first city to be honored. A special chain break has been adopted on the even hour daily, and each day a different town is saluted in this fashion: "This is Radio Station WWVA in Wheeling, West Virginia, Moundsville's friendly neighbor." On succeeding days, names of other communities are being substituted for "Moundsville."

Safety Campaign Stunt

★ By re-broadcasting from police short-wave direct from squad car in traffic, in connection with the Junior Chamber of Commerce Safety Campaign, KCKN gets call letters shown on movie trailers in 14 Kansas City, Kan., theaters daily for 15 days. KCKN also gets another — the second — front page story in local daily newspaper with this broadcast.

WDZ Park Broadcast

★ WDZ, Tuscola, Ill., third oldest station in the country, piled up quite a record in the way of park broadcasts the past summer. A shady park with swimming pool and carnival concessions was selected and stand erected

in a natural amphitheater in the park surrounded with benches. All day, programs were short waved through W9XPU and rebroadcast from the main transmitter six miles away. The Sunday broadcast began May 28 and continued through Sept. 26.

Admission to the park is free, with as many as 20,000 turning out on several Sundays. Announcers, musicians and even engineers were besieged for autographs and pictures. Tots were brought up for the Baby Parade announcer to hold. Special stunts were an amateur contest, broadcasts from a plane hovering over the park and interview programs by Lazy Jim Day, favorite entertainer, who carried a mike among the throng in the park asking riddles. The whole idea original with WDZ has done much to make personal friends out of 400,000 listeners, cause them to follow the station daily and increase listener response.

Pigeons For Promotion

★ Hitting a new high for freak showmanship angles, KSTP, Twin City station, capitalizing both on the war scares abroad and on all the pother about whether broadcasting activities interferes with carrier pigeon flights, cooked up an actual test for the ether and got the Fort Snelling army reservation's post go-ahead in blurbing it as an army communications test. Cote of well-trained homing pigeons, obtained through the St. Paul Pigeon Flying Club, was released at the station's 25,000 watt transmitter, with Roch Ulmer, staff announcer, doing a socko job on the way the pigeons were baffled by the radio activity. On hand for the tests, to comment about the birds' flight and their usefulness in communications in time of war, were officers from the Fort Snelling post.

Test was cooked up following extensive stories in scientific publications that pigeons, with a transmitter in their path, were often baffled, thrown off their courses, or forced to abandon flight if the transmitter was on the air.

Stunt obtained a good build-up in the Minneapolis Journal, the station's affiliate, and was also a good opportunity to further publicize the station's new $300,000 installation, with publicity verging on the angle that, to make the test absolutely perfect, a "powerful" transmitter was needed.

Shopping Service Sells

★ The program, "Round the Clock with The Good Morning Man" was initiated by WATL, Atlanta, and broadcast daily except Sunday from 7-9 a.m. It wasn't long before Atlantans considered this program as "The Family Buying Gauge," as expressed in the volume of daily mail received and countless telephone calls made during the program.

In addition to the marketing advice, the show features the correct time every three minutes, with temperature reports and news flashes interspersed throughout. Interesting merchandising tie-ups, coupled with the fact there is no competitive advertising on the program, has made it a most attractive buy for advertisers.

Football Scoregraph

★ A football "scoregraph" for listeners-in on the Yale football games, designed by sports announcer Bill Slater, is being distributed as a promotional feature to football fans in New York and New England by the Socony-Vacuum Oil Company, sponsors of the broadcasts, through its service stations.

The scoregraph, printed in red and blue, is so designed that radio listeners may chart with a pencil the play-by-play progress of the game.

Boost Football Contest

★ Counter cards and window streamers in sponsoring store, plus news feed to all weekly and county papers in area, call attention of football fans to new score-guessing contest over KCKN, Kansas City, Kansas. Sponsor, Shepherd & Foster Clothing Co., airs John Goetz, former all conference end for Baker University, each Tuesday eve. Dialers are asked to supplement Goetz's ratings with their own, with prizes to best scoreguessers weekly. Winners are interviewed over station on next broadcast.

Uses Bus Cards

★ Advertising of station features in bus display cards has been instituted by KFOX, Long Beach, Cal. Hal Nichols has concluded arrangements with Lang Transportation Co. for daily display of more than 200 station cards.

Two WHBQ Splurges

★ The publicity and merchandising departments of WHBQ, Memphis, headed by M. Vun Kannon, got into high gear with two nice bits. One included sending engraved invitations to the station's entire mailing list, inviting them to tune in on the new Adam Hats sports series heard nightly at 7:15 p.m. over WHBQ.

Ballyhooing WHBQ's football schedule was spread thick with motion pictures made showing Bob Alburty interviewing Coach Shorty Probst, assistant coaches Harold High, Paul Hug, and team captain of Southwestern University. These sound pictures will be shown in every neighborhood theater of Memphis for one entire week, which is nice ballyhooing for the station's sports broadcasts.

WAGA Football Booklet

★ Atlanta's new outlet, WAGA, is now sporting its new stationery, conforming to the NBC Blue network affiliation. Operated by the Atlanta Journal and managed by Lambdin Kay,

the station is also sending out this week the 1937 Football Dope Book, which lists all 1937 schedules, covering college teams from coast to coast and giving results of 1936 games.

"Eat Out Month"

★ In cooperation with 700 local beer dealers, KMCA, San Antonio, is observing "Eat Out Month," with cards posted in cafes and bars and a proclamation by the Mayor setting aside the month as time to eat away from home. Manager Howard Davis of KMAC put over the stunt.

Keeping Touch with Public

★ CKY, Winnipeg, and its associated station, CKY, Brandon, keep in touch with their listeners through the medium of an interesting monthly bulletin, "Manitoba Calling," distributed through telephone offices, on the counters of radio and music stores and by mailing with quarterly telephone accounts. Some 30,000 are distributed in this manner.

Promotion work by the public relations department also includes delivery of illustrated talks to church and service club groups. A neon-lighted billboard on one of the main streets carires notices of new programs. The department also has issued a report on "Getting to Know the Listener," including information on preferences as determined by surveys, concert parties, personal contact tours, etc.

WATL News Tabloid

★ WATL, Atlanta, put out a four-page tabloid "extra," titled "WATL News," calling attention to its news broadcasts and policy on news. Pictures of the station's newsroom, as well as photos of Newscaster Dick Pyron, Manager Maurice Coleman and other pictures, text and ads occupied the pages. The station airs news hourly on the hour.

WTMV Exploration Trip

★ An oil exploration trip, sponsored by the St. Louis Chamber of Commerce and attended by 72 of the city's leading business men, was turned to the purpose of a novel broadcast and promotion by WTMV, utilizing a traveling recorder.

Newsmen vs. Radioers

★ So much was gained in a promotional way by the summer softball contest between radio station personalities and newspaper byliners in Lincoln, Neb., that Jack Hanssen, KFAB-KFOR special eventer, challenged the newsmen to a spelling bee.

WISN Outdoor Advertising

★ WISN, Milwaukee, which recently improved its facilities, has contracted for billboard panels in the Milwaukee area to boost its audience. First of a series of 24-sheet poster boards have already made their appearance and outdoor advertising will be used by the station during the fall and winter months.

KDAL's Vox Pop Stunt

★ KDAL's vox popper, on which tourists visiting Duluth and the Arrowhead country are interviewed, is given a novel twist. Occasional interviews are recorded in the studio and the disk is presented the lucky tourist as a souvenir of the occasion. Stunt is aired from lobby of Hotel Duluth, where offices of the Minnesota Arrowhead association are located, in "man-on-the-street" fashion. Stunt gives KDAL shot at publicity breaks throughout country, as feature stories on the airing and recording stunt are sent to the visitors' home papers. The semi-weekly programs are varied occasionally as mike-man gives tourists a chance to turn questioner.

Heidt Offers Prize for Slogan

★ On his network program from the Biltmore Hotel, Horace Heidt ran a rhyming contest for the best slogan in rhyme that represents the music of his Brigadiers. He o'fers a $5 prize for the best slogan submitted each week by the radio audience. Featured bandsmen and vocalists also present rhymes and at the end of the program the winner of the previous week's contest is announced and the winning rhyme read by Heidt.

The idea of the contest arose spontaneously as a result of a game played by the Band during intermission.

Theater Party Draws S.R.O.

★ More than 1,900 boys packed into the 1,750-seat Orpheum Theater in Des Moines for a theater party staged by the Iowa Network as a send-off for "Adventure Bound," a new serial plugging Mother Hubbard's Energy Cereal (Hubbard Milling Co.) over KRNT and WMT.

The show, with Program Director Ranny Daly as emcee, featured station talent, including The Northwesterners, Uncle Twid, and Betty Jean and Freddie, movie shorts and explanation to the youngsters of the merchandising tie-up in connection with the radio program, such as club memberships and premiums.

Agency on the account is McCord Co., Minneapolis, with Ralph Hobbs handling the radio.

WMPS Mother Tieup

★ "The Sweetest Mother in Memphis" was the title of a unique radio contest conducted by Dr. Pepper and WMPS in conjunction with the showing of the picture, "Stella Dallas." Penny post cards were distributed to Dr. Pepper dealers containing the name of the contest, the name of the picture, theater, sponsor and station. WMPS in one week's time received 2,222 cards. Winner was

awarded a gold watch by local jewelers. Fred Vosse, WMPS "Man on the Street," conducted the contest in conjunction with the "Dr. Pepper Sidewalk Forum."

"Choose Your Announcer"

★ A "choose your announcer" contest conducted by WCPO, Cincinnati, with all staff announcers competing in the program, has been stirring up quite a bit of interest. Fans listen to the program, then write a letter telling which announcer they prefer to read the news, and why they prefer him. The person sending in the best letter, in the opinion of the judges, receives a cash award of $25. Next best gets $10, and the third $5. There are also 10 honorable mention prizes of $1 each. The announcer who gets the most votes will receive a cash award of $25; second best, $15, and the third, $10.

WHIO Cab Exploitation

★ WHIO, Dayton, O., further continues to publicize the station as well as emphasizing the known fact "It Pays to Advertise." After reaching an agreement with the local cab companies, WHIO has placed on the back of each cab a long, two colored streamer stressing the point that there is "Always a Good Show on WHIO" at 1260 on your radio dial.

WCCO Written in the Sky

★ A promotional stunt unique in the annals of Northwest broadcasting was staged by WCCO when the station's call letters were written against the blue sky high above the heart of Minneapolis. Speeding at nearly 200 miles an hour in his single-seated pursuit plane, Colonel Arthur Goebel, "Phillips 66" skywriter and winner of the 1937 Dole flight from San Francisco to Hawaii, wrote the gigantic letters at an altitude of 10,000 feet.

During the time he was cutting capers in the air, Goebel was also taking part in a two-way broadcast relayed over WCCO. The two-way communication was accomplished by W5XAR, a portable aircraft station installed in Colonel Goebel's plane, and W5XAS, a portable mobile station installed in a specially built car. Both of these stations are crystal controlled and operate on 31,600 kilocycles. Handling the microphone in the car was Clellan Card, ace WCCO announcer.

During the two-way test broadcast over WCCO, Colonel Goebel described his maneuvers in the air, gave his altitude and weather conditions, and described the view from his vantage point.

Vacations for Poor Kids

★ WIP, Philadelphia, is promoting good will in providing vacations for poor children. Ben Gimbel, WIP prexy, thought there were quite a few families that had summer homes and who could take a child or two from an impoverished family for a week's vacation. Carolyn Ann Cross, WIP's directress of the Homemaker's Club, incorporated the idea on her program. The response was immediate and the first week finds 30 youngsters off to the seashore, made possible by WIP.

KYOS' Birthday Campaign

★ KYOS, Merced, Cal., had a birthday. But that's no longer special news. After all it was the station's first anniversary—and so as the big event drew near, the boys at KYOS got busy. First, letters were mailed to all sponsors, inviting them to attend an "Open House" Party. Then bumper signs went on the staff cars. Soon local papers were carrying items, and Manager Woodling went around giving talks. That was a starter; it was still early —one week before the event. A series of spot announcements was started, prominent neighbors were invited to speak, and a letter-writing contest was initiated. When the day dawned, every station break acclaimed it. Throughout the morning, five-minute speeches were given, and the contest letters were read. In the afternoon, a two and a half hour variety show brought to the station's microphone almost every artist who ever appeared there. When it was all over, a birthday sign-off announcement pledged the station to another year of civic service.

Aiding Highway Patrol

★ In its desire to perform public service, KGVO, Missoula, Mont., assumes a semi-official position in aiding the State Highway Patrol apprehend criminals in Western Montana. The patrol doesn't have any transmitters but all cars are equipped with receivers. When criminals are known to be at large on the highways, headquarters at Helena communicate with KGVO as the station broadcasts warnings on the regular chain breaks.

Electric Co. Promotion

★ Campaign devised by Bill Craig, commercial manager of WLBC, Muncie, Ind., for Holmes Electric Co. already has broken all sales records. Radio campaign had new angle in that proprietor's personality plays a big part. Announcements hit air-waves with "Elliot Holmes would make you a good husband. He's generous. He's genial. He's thoughtful and kind." Close of announcement tells where Elliot can be found. Women flock to store to talk with the man who would make them a good husband and washing machine sales are breaking all records as a result. Mash notes also are being sent Elliot as the result of his being a model type of man any woman would like.

Sendoff for New Studios

★ Along with a series of special programs from WRC-WMAL, Washington, in celebration of its new studios, the printed word and other exploitation methods were employed to

bring the event to the attention of the local public.

A distributing crew placed an eight-page rotogravure paper, tabloid size, into every home and apartment in Washington. Print order called for 135,000 copies. Remainder was sent out via direct mail all over the country.

On dedication day, 1,000 balloons, half red, half blue, were released from atop the new studio building. Cards were attached which asked finder to return to the NBC studios for a possible award. Over 25 prizes contributed by NBC and local merchants were attached to the balloons, Grand prize was a trip to New York and a tour of the Music Hall and Radio City.

Local merchants also publicized the event through special window displays built around an NBC display piece.

Sponsor Plugs Sportscasters

★ Hyde Park beer has spread the picture of one of its Sportscasters over the length and breadth of St. Louis in an extensive billboard campaign to promote their Sports programs over KWK. Ray Schmidt, who handles one of the Hyde Park Sports Reviews, occupies the billboard space this month. His picture will be removed at the end of that month to be replaced by Johnny O'Hara, who is also on the list of sportscasters, through the medium of an early evening sports broadcast.

The brewing company sponsors all wrestling and boxing descriptions at KWK, as well as bankrolling several nightly periods of sports gossip, to say nothing of a full hour of light entertainment, "The House Party at Otto Hasenpfeffer's," every Saturday night at 10:30.

During the baseball training season, the sponsor sent O'Hara to the Cardinal training camp, at Daytona Beach, Fla.; and Schmidt to the camp of the St. Louis Browns, at San Antonio, for a series of direct broadcasts of training dope.

KIDO's NBC Link Derby

★ While 400 miles of network lines were being put up from Salt Lake City to Boise, Ida., preparatory to linking KIDO, Boise, with the NBC network, a map over the entrance of the Hotel Boise marked off the day-to-day progress of the line as it crept gradually toward Boise. The "number of miles to go" is indicated, and the sign advises folks to tune in daily on KIDO for progress flashes.

The new hookup made it possible for Idaho residents to hear NBC programs during the daytime.

Station-Merchant Co-op Stunt

★ With "We're in the Money" a a slogan, KFRO, Longview, Tex., cooperated with 50 local merchants in a 10-week program promoting a Buck Sale sponsored by the merchants, The stores gave out "bucks" in amounts equivalent to the customer's purchase. These "bucks" are of value in bidding on many articles donated by the participating firms and to be sold at auction in October. First two weeks of the campaign aroused much interest, according to James R. Curtis, KFRO president.

Postcard Campaign

★ KGVO, Missoula, Mont., issued a novelty post card promotion, entitled, "Personages in the Public Eye." Piece calls attention to the fact that movie personalities such as Myrna Loy, Gary Cooper, etc., come from Western Montana, and makes the analogy that Western Montana also presents another personage, every day in the public eye, namely, station KGVO.

"Condolence" Card Scores

★ WBIG, Greensboro, N. C., conceived a novel arrester in the form of a black-bordered "condolence" folder-card "in memoriam for the dollars lost and the good-will ungained by those who are not using" the station for their sales and service message. Inside is reprint of National Life and Accident Insurance Co.'s slant on American system of broadcasting, making figurative radio listener offer memorable argument for nation's dialers. This bit is obviously styled to be kept; size, neatness and quality of message make it logical candidate for the glass top of many an executive desk.

Football Contest Gets Results

★ Three sponsors joined over Salt Lake City's KSL in a resultful promotion in the form of football contest. Twelve game selections were offered weekly, with usual dopester broadcasts. Weekly awards were given, and grand prize was two-way plane trip to Rose Bowl game, with tickets and movie presentation. More than 40,000 entries were received. Sponsors were Paramount Theater, Deseret News, and Morris Rosen Furmbilt Clothes.

Editor Airing Gets Publicity

★ New high in space-getting is the weekly "Editors' Roundtable" on KSTP, St. Paul and Minneapolis. Spot brings editors to the microphone, talking or blasting on favorite issues. One surprise outburst made 200 papers, but usual broadcast at least wins notice in paper of the guesting editor. Val Bjornson, in charge of the program, contrives to bring in the studio editors of various political faiths.

Advertising for Talent

★ New slant on interest build-up before start of dramatic series was spotted with unusually good results by Bliss Syrup Co., over KCKN, Kansas City. Spot announcements and

newspaper classifieds were used to advertise for leading lady. Folks naturally got curious to learn final selection and how she would handle the dramatic fare.

Coverage Map and Figures

★ An attractive two-color job, recently put out by KDAL, Duluth, Minn., is a folder with coverage map and statistics. Copy angles up-trend of business in the area, with accompanying station story.

New Fashion Feature

★ Special promotion, producing new business from seasonal or spot advertisers from Milwaukee's specialty shops, sends Nancy Grey, fashion commentator over WTMJ, Milwaukee, on a flying tour of Arizona's smart resorts and dude ranches. Six Milwaukee firms and American Air Lines are cooperating. Merchandising tie-ins include daily letter to sponsors by Mrs. Grey, and a daily diary, for use on her program which is conducted in her absence by Announcer George Comte. Upon her return, Mrs. Grey will present her impressions in more elaborate form in special programs called "Sun Country News."

Model House Promotion

★ A building promotion aired over WKY, Oklahoma City, in the interest of a new development by local builder combined interview and dramatic media. Announcers toured the neighborhood, asking residents how they liked it. Then came dramatic sketch from newly-built model house. Perry Ward, chief announcer, and Eleanor Naylor Caughron, put on a skit as "The Honeymooners," looking for a home.

Merchant Cooperation

★ Stunt to stimulate Christmas buying in Muncie, Ind., was broadcast over WLBC in cooperation with local merchants. Series of announcements informs public of 22 per cent gain in area's retail sales during reported declines elsewhere. Surveys conducted by station and School of Business Administration, Indiana U., provided the figures.

Boosters Club

★ Tested for nearly a year, Boosters Club of CKTB, St. Catherines, Ontario, has been found of practical benefit to both station and all who use it. Listeners desiring to join must state their willingness to boost all products advertised over the station, and in return they are given membership cards and a small souvenir. Membership qualifies dialers for ten local theater tickets, given daily to five selected members. Selections are announced over the radio, so members wishing the tickets must be consistent tuners-in to the station. Since 95 per cent of the winners have reported for their tickets, inference is that same percentage of huge Boosters Club membership is listening regularly to CKTB.

Musical Gag

★ Seattle radio fans were puzzled last week by a contest gag advertising Seattle Recording Studios, Inc. The winners were to name correctly the instrument used to play the theme music. Though it sounded exactly like a banjo, actually it was a piano.

The secret—first recordings were made at a slow speed, then played back at a higher speed. Naturally no one guessed the correct name, so prizes were given to the first ten who phoned.

Making It Easy to Order

★ Universal Radio Programs, Inc., has devised a novel promotion stunt for its Christmas feature, "Holiday Greetings." Each station receives a Telegraph blank that orders the show, and all that is necessary for them to do is give the blank to their local telegraph office. It is then forwarded to Universal, collect.

Promotion Work Plugged

★ Slant on a new promotion piece distributed by WISN, Milwaukee, is the station's promotion activity, designed to show advertisers what station is doing toward audience build-up. Done in two colors, first peek announces that station is building "Milwaukee's best mousetraps." But it isn't waiting for listeners to beat the familiar path to its door, the second fold informs. Inside, the activities are listed. These include: display advertising in Milwaukee papers; window posters and blotters supplied to advertisers; airing of program previews, providing listeners with a radio index of broadcasts; outdoor advertising; and heavy publicity releases.

Station Visits by Dealers

★ Canada Dry Ginger Ale, sponsoring a news program over WFIL, Philadelphia, has arranged nightly visits to the studios by its dealers and retailers in a buildup of company relations. Working closely with the station, tours are conducted, the technique of the program is explained, and as finale, the visitors watch the Canada Dry broadcast. Idea is designed to make the dealers radio-conscious and to implant the thought that program is theirs.

Sponsors Swap Boosts

★ Kid winners of the "Children's Hour" amateur program over KLZ in Denver are slated for guest appearances in another KLZ broadcast, thus providing sponsors of both programs with an extra build-up, each drawing mention on the other's show. Tie-up brings together Olinger's, sponsor of the kid show, and the Public Service Co. of Colorado, on the air with "Hospitality House."

Sponsor Political Program

★ "Play Politics," a two-day contest-game which tied-in with the local election under sponsorship of Roger's Jewelry Co., is reported as the most thorough campaign of its kind ever aired by WCMI, Ashland, Ky. Tally sheets were distributed by the local store, and listeners were asked to tabulate the election results as aired by Announcer Ruhle. Listener who submitted the neatest and most accurate sheet was awarded a gold watch, with several other prizes added.

Script Aid from Audience

★ Listeners contribute the commercials for eight sponsors participating in the "WMT Christmas Party," produced by WMT, Cedar Rapids, Iowa. Show, airing until Christmas in half-hour spot, features eight daily merchandise awards for best spot announcements submitted by the audience, each provided by a sponsor. Pulling power of stunt is attested by the station's mail department, already swamped with entries although show is only a few days old.

Thanksgiving Contest

★ Free Thanksgiving turkey was awarded by KFRO, Longview, Texas, to listener sending in best criticism of the station's service. Letters from all parts of East Texas were submitted.

Word-Building Contest

★ A word-building contest, with prizes offered each week to winning listeners, is new commercial over WSGN, Birmingham, sponsored by a local bottler.

Studio Display by Sponsor

★ A complete display of Esso products, tying-in with Esso broadcasts over WBZ-WBZA, has been installed by sponsor in Studio D of WBZ, Boston. It features two Esso gasoline pumps on opposite sides of the entrance, a cardboard cutout, life size, of the Esso Reporter at the mike, and two small displays of Esso Motor Oil in quart cans. Studio background of black velvet and Esso color scheme of red, white and blue, make nice locking for studio visitors.

Free Dog Book

★ A free book on dog training is drawing plenty of response from kid listeners to nightly "Bad Pennies" program over KFOX, Long Beach, Cal. Book, written by Captain Harold Brooks, famous trainer of canine movie stars, is given to each youngster who sends in letter about his dog. Best letters are read over the air.

Reward for News Tips

★ Until-Christmas offer of free Packard Lektro Shaver to person submitting best news tip of the week, has pepped up listener interest besides providing station with news beats, in Packard program over KCMO, Kansas City. Newscaster Tom Kelly reports that in first week of offer, thirty tips resulting in spot-news stories, were submitted by listeners.

Tieup with Film

★ A beauty contest staged by radio and tieing up with Paramount studios in a plug for "The Barrier" was new promotion stunt marking the appointment of Eddie Rivers as promotion handler of KRSC, Seattle. Idea found sponsor in Bon Marche department store, and good space outlet in Seattle Daily Times.

Object was to pick local girl to appear in forthcoming Paramount picture. Entire contest, beginning with five elimination contests and ending with selection from among daily winners, was conducted in store windows of the sponsor which were designed to present a replica of a set from Paramount's "Barrier." Cinema-minded beauties tied up traffic in the business district, and for benefit of listeners who couldn't see them, told in thirty words "Why I Want to Be in the Movies." Winner of event was picked by Producer Harry W. Sherman, in town with stars Jean Parker and James Ellison for world premiere of the picture. To station went concrete plaques, presented by the movie people in appreciation for success of the promotion.

WHIO Loose Leaf File

★ Market information, coverage maps, information on the station's various departments and services, and an assortment of promotion pieces are contained in a folder being sent out by WHIO, Dayton, O. Entire contents of the folder are in loose form, so they can be taken out separately for reference. Folder is of the filing type.

KLZ Broadside

★ A flashy and colorful broadside just issued by KLZ, Denver, emphasizes the "box-office" attractions of the station, listing 29 of the best bets from the 400 weekly shows and giving lists of current network sponsored programs, national spot accounts, sponsored local programs and sponsored local announcements. It makes quite an impressive presentation.

WFAS Sponsorship Splurge

★ Peggy Ann Shoppe, purveyor of women's fashions in Yonkers, N. Y., has instituted a comprehensive broadcast campaign in connection with its annual pre-holiday merchandising event. Millicent Tralle, director of women's programs on WFAS, White Plains, is presented at the shop each Monday evening at 8 and, in the homelike Peggy Ann atmosphere, entertains one of the prominent women occupied with social, educational or civic functions in Westchester communities within the Yonkers trading area.

Tea and snacks are served as the informal chat goes on. The program proceedings are

"piped" to White Plains, where they are transcribed. The actual "on the air" broadcast is from the transcription and takes place Thursday nights at 10.

The radio schedule is intensified with three five-minute programs weekly, also designed, written and presented by Miss Tralle, with the cooperation of Photoplay Magazine. The five minute spots are centered around Hollywood fashions and their application to Peggy Ann and scheduled Mondays and Wednesdays at 3:15 p.m. during the popular "All Request Club" feature and on Saturday mornings at 10 directly preceding Miss Tralle's established program, "Home Decoration."

The Thursday night broadcasts originate in the WFAS new Yonkers studios in the First National Bank Building before an invited audience.

Auto Dealer Promotion

★ The WCCO Artist Bureau, under the personal supervision of Al Sheehan, has been selected to provide live entertainment for the Twin City Chevrolet Dealers "grease pit circuit." The WCCO performers are making personal appearances all month at the showrooms of Chevrolet dealers in Minneapolis, St. Paul and vicinity. A second series of "grease pit shows" has also been set for February.

WCCO's Chevrolet Mass Assembly Dealers Shows will feature Glyde Snyder as emcee, with Dorothy Welsh, singer, the McKay Sisters, dance team, the Dexter Duo, an electric organ, and others.

In conjunction with the live show, motion pictures are to be shown. National as well as local attention is being centered on this unusual idea in sales promotion.

Shell Publicity Drive

★ A heavy publicity and merchandising campaign has been instituted by WIP, Philadelphia, and Shell Union Oil, as a send off for the latter's new program over the station, logged as "Shell's Curiosity Court" and airing in weekly half-hour spot.

Ads 100 x 3 were placed in two Philly morning papers, with larger space in local fan mags. In addition, all Shell dealers were sent letters advising them of new series, and 20 oil trucks were equipped with large banners announcing the program.

Show is question-and-answer type feature, and drew capacity studio audience first night. Auditorium, accommodating 1200, will be used. Contestants obtain entry blanks from Shell dealers.

Card Players Respond

★ An offer of a free pack of playing cards, made over WBBM by Chicago Motor Club to check on its "On to Adventure" drama, brought more than 25,000 requests. The agency, McJunkin, had figured on only 1,000 packs.

WHN Car Card Advertising

★ In an advertising campaign to direct the attention of listeners to programs featured on WHN, the station has begun advertising in surface and subway cars. Advertising, consisting of 1600 car cards, will be changed monthly.

Talent Quest Statewide

★ Utah's 4 major cities, Salt Lake, Ogden, Provo, and Logan now allow listening voters to cast talent tallies in their respective cities through local telephones. The 3:30 p.m. Saturday spot on KSL has become most interesting local Saturday bill. An auditioned reduced number of amateurs compete weekly on Deseret News Search for Talent. Contestants gather nearly 2,000 votes average. Russel Stewart has been assigned announcing duties, Gene Halliday produces. Audience assemblage indicates show may have to be moved to KSL Concert Hall, as main studios are not adequate.

WDZ's Weekly Paper

★ One-page weekly paper of WDZ, Tuscola, Ill., enlists advertiser to make distribution; back of sheet has latter's full-page ad. Paper is published every Friday and contains news and gossip of programs and artists. Ten thousand listeners get it.

Station Plugs During Breaks

★ KFRO in Longview, Tex., is using station breaks as a means of publicizing the facilities of the station. For example, such announcements as "This is KFRO in Longview, the Shopping Center of East Texas"; "This is KFRO in Longview, Texas, giving wings to words the eyes might miss"; "This is KFRO in Longview, covering the rich East Texas area as no other single medium can"; and "This is KFRO in Longview, Texas, the station that saves you money when you go shopping." With the same idea of station promotion in mind, KFRO presents the "Concert Hall of the Air" each Sunday evening, a program which reminds advertisers of the value of radio advertising.

Sponsor—Aid

★ Officials of WKY, Oklahoma City, are finding their out-of-way efforts to help sponsors in putting on shows are paying dividends. Station policy is to make every effort to give the sponsor of a show as many newspaper breaks as possible, promotion in the station's regular newspaper advertising, display cards and posters for merchants' use and ballyhooing the programs in every way possible. Actual tests made by the station management have shown that sponsors appreciate and are much quicker to renew options.

"Shopping Via Radio"

★ Radio activities of Malcolm Brock Co., Bakersfield, Cal., department store, received

heavy play recently in one of store's series of editorialized advertisements in the Bakersfield Californian, newspaper. Piece was headed "Shopping via Radio" and told how store was using the airwaves over Station KPMC. Included were pictures of Lois Burke, KPMC, air personality who conducts the store's daily "Women in the News," and of "Uncle Mel" Dreyfus, skipper of the "Kid's Club," airing weekly for the same sponsor.

Guiding light of stunt was James Stevens, store ad manager, who is keenly interested in radio. At one time he handled his own program for the outfit.

"Around the Dial"

★ Something different in station info-dispensers has just been issued by WDGY, Minneapolis-St. Paul. New mailing piece measures 3½ x 8 and has sixteen pages. "Around the Dial with WDGY" is the title, and at top of each page is a small clock, each set at half-hour intervals of day. Under the clocks, type of program airing at that time is listed, plus dope on sponsor, mail-pull, etc. Last page has clock without hands, where special programs can be shown. Job enables time prospects to tell instantly type of stuff station is airing, and when. Reprints every three weeks are planned, according to Edward P. Shurick, assistant general manager who devised the mailing piece.

KIDO Supplies Column

★ KIDO, Boise, Idaho, has produced "Ben Peekin" who writes a weekly column in the state's leading newspaper, The Statesman. Column is slugged "Thru the Kiddo Keyhole."

"Kiddo" is nickname for KIDO in Boise as well as for manager C. G. Phillips—and column title clicks.

National network as well as local sponsors are given healthy plugs under cover of Ben Peekin's" comments. High spots in week's dials are condensed into "Cheering Section" which praises in terse vignette.

Large space given to major programs, which are rotated through the weeks. "Thru the Kiddo Keyhole" is written by a member of KIDO's promotion staff.

Regular Newspaper Ads

★ In a planned promotion effort to keep its listening audience constant throughout the daytime hours as it is at night, WTMJ, Milwaukee, will carry a regular schedule of newspaper advertising during 1938.

The advertising will promote specific daytime shows over periods of a week to ten days, but during the entire year's campaign all features will receive their share of ballyhoo. All will be treated indiscriminately, whether commercial or sustaining.

Advertising will be carried daily, with "radio page requested."

Welcome to Dayton

★ A "Welcome to Dayton" letter is received from WHIO by every family that moves to Dayton. This letter invites them to become members of the great family of WHIO's listeners. Also inclosed is a guest card, personally signed by the manager, extending an invitation to them to visit WHIO's studios. Approximately 30 letters are sent daily.

2,500 Orders Weekly

★ Angelo Palange, airing over WPEN, Philadelphia, in a two-hour Sunday spot for a New York mail order house, has been averaging 2,500 orders weekly, with sales made right over the telephone at 50c apiece. Program is called "The 920 Club," with Palange dubbed "The Gloom Chaser," and style is of the Martin Block variety.

Weather Conditions

★ Miles Laboratories, Elkhart, Ind., through Wade Advertising Agency, will use 150 radio stations as part of the promotional setup for the distribution of twenty million Dr. Miles Weather Calendars. Last year, about 18,500,000 were distributed.

Dorsey Records for Coupons

★ Under arrangements just concluded with the Victor Recording Co., records of the Tommy Dorsey orchestra will be made available to tuners-in of the bandsman's cigaret program. Disks will go for 75 cig coupons each.

WSVA's "Radio Auction"

★ The "Radio Auction Sales" launched Nov. 27 over WSVA, Harrisonburg, Va., has built up into quite a program with a big following. In these auction sales, the audience is invited to bid. Valuable items of merchandise, mostly suitable gifts, are offered at auction by the program announcer, and the audience send in their bids by mail. Actual sales are held on Mondays, Wednesdays and Fridays at 12:45 p.m., while at the same time on alternating days, and at 10 a.m. daily, details regarding the progress of the sales and brief commercials for participating stores are given, together with popular recorded music.

Parnel Thompson, employed especially for the purpose, sold the participation idea to 58 stores in four towns in the WSVA area immediate to the studios. Included among those participating were local drug stores, service stations, jewelers, grocers, beauty parlors, alto and auto supply dealers. Each of the participants gave Radio Auction Money with all cash purchases, and high bids awarded to listeners were payable in this auction money only. High bids up to this time have ranged from as low as $15 to a recent high one for a $12.95 auto heater bringing $715 in Radio Auction Money.

Charles Ballou is announcing-auctioneer.

The series ends its eight-week contracts on Jan. 22. Local accounts never before "on the air" have come in on the promotion, and the program is creating wide-spread enthusiasm both among listeners and clients.

Junior Fire Fighters

★ "Junior Fire Fighters," new Cleveland safety organization, held its first meeting over the airwaves of WHK. Studio facilities will be made regularly hereafter under schedule soon to be worked out.

Idea is to promote fire prevention and cut down number of false alarms. Boys and girls from settlement and community houses throughout city have been recruited; their principal duties will be to watch fire boxes in neighborhoods of settlements and report violations. Stunt was developed by Marshall Stalley, director of boy's activity at Goodrich Social Settlement, as result of City Treasurer Leonard S. Levy's "Safety First" broadcasts over the Cleveland station.

Sell Time for Greetings

★ Approximately 200 customers in St. Louis paid WEW $5 each on Christmas morning to garble their own 50-word Christmas Greetings over the air. The customers broadcast from the executive offices of the St. Louis University station from a special mike. An engineer was stationed there to cut off the mike at the conclusion of each spiel, to keep the "Hello Mom, I'm coming home to dinner" addicts from tripping up the station with the direct communications laws.

KSTP Institutional Campaign

★ The radio industry, although it is constantly extolling the virtues of radio advertising, seldom makes use of it itself. But KSTP, St. Paul-Minneapolis station, did just this, and used available daytime station breaks to plug its own programs.

The announcements, which run about 30 words, are used to publicize forthcoming shows, special features, talent, and even the regular air shows of the day.

The plan has met with good response, not only from listeners, but from advertisers, too, who view the plugs as an extra service to them. However, the plugs are planned exclusively for the listener's benefit.

The system was evolved because it was felt that the ordinary resume got insufficient attention, except from ardent dialers. Result of plugs is that intermittent dialers' attention is grabbed so they come back for more. Short, punchy copy marks the plugs.

Xmas Mail Promotion

★ A new way to promote mail was introduced on WTMJ, Milwaukee, by Eddie Thompson and George Comte, who conduct "Behind the Mike" for Nelson Brothers.

They offered to "exchange" Christmas cards with listeners. To every listener sending them a Christmas card they send their own. Theirs consists of a government postal with a mike in the middle and their respective pictures on each side, and appropriate verses underneath each half-tone.

Thompson and Comte have been drawing the most mail of any daily feature on WTMJ during December.

They hoped to continue the "exchange" after the holidays, and will simply have new verses as captions for their pictures. The verses are by George Comte, regarded as poet laureate of the station.

KSTP's Seal-Selling Stunt

★ KSTP, St. Paul, took over a job for itself—selling Christmas seals—with an unusual program called "Sealed Request."

Station threw its entire staff into a nighttime production, and, through advance station announcements and plugs in the KSTP publicity affiliate, the Minneapolis Journal, told listeners that anything would be offered on the air that was requested, provided the request was mailed and that the envelope contained a Christmas seal.

Upwards of 3,000 requests were received, with the result that the show, planned for one hour, ran two hours and a half. Duplication of requests saved the station's and staff's necks; otherwise they'd be at it still.

Jumbled Geography

★ Folder from KSFO, San Francisco, features two geographically jumbled maps, with equivalent distance, rather than direction, used to drive home story of station's primary and secondary coverage. Confusing by self-admission, job is provocative enough to read further. Distant-reception testimonials from Philco dealers at various California points polish off the story.

Theater Party Draws

★ Matinee theater party, arranged with St. Louis Fox Theater, served double use recently of testing program response over Station KWK and plugging local movie attraction. Idea was to learn drawing power of station's domestic dramatic strip "Mrs. O'Brien's Boarding House." Two thousand theater tickets, one to each listener, were offered dialers who wrote in for them. Supply was exhausted after mention on a few programs.

Give Schools Radio Sets

★ Radio is now in daily use in Montgomery, Ala., public schools, a result of the combined efforts of WSFA and the Montgomery Rotary Club. With Montgomery merchants cooperating, the two organizations presented radio receiving sets to the city's twenty-six schools, both white and negro, as a Rotary community service project. Much of the credit for success of the venture goes to John B. DeMotte and Joe Petranka of the station's staff.



PROGRAMS OF 1937



Major Networks
COMMERCIAL

●

Major Networks
SUSTAINING

●

Pet Programs of
Stations Everywhere

A COMPLETE LISTING OF MAJOR NETWORK COMMERCIAL PROGRAMS OF 1937

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1938. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of NBC, CBS and MBS.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead and Color Works Paints	**Sunshine Melodies**	NBC—Red	Henri, Hurst & McDonald
	Sunshine Melodies	NBC—Blue	Henri, Hurst & McDonald
Acme White Lead and Color Works Paints	**Sunday Afternoon with Smiling Ed McConnell**	NBC—Blue	Henri, Hurst & McDonald
Adam Hat Stores Hats	**Madison Square Garden Boxing Bouts**	NBC—Blue	Direct
Admiracion Laboratories Shampoo, Hair Tonic	**Tim and Irene**	MBS	Charles Dallas Reach
Affiliated Products, Inc. Edna Wallace Hopper Cosmetics, Jocur, Kissproof, Outdoor Girl	**Romance of Helen Trent**	CBS	Blackett-Sample-Hummert
	Rich Man's Darling	CBS	Blackett-Sample-Hummert
Albers Bros. Milling Co. Cereals	**Good Morning Tonite**	NBC—PC	Erwin, Wasey & Co.
Allegheny Steel Co. Steel	**Allegheny Metal Show**	NBC—Blue	Walker & Downing
American Bird Products Bird Food	**American Radio Warblers**	MBS	Weston-Barnett
American Can Co. Cans	**Ben Bernie and All the Lads**	NBC—Blue	Fuller & Smith & Ross
American Chicle Co. Black Jack Chewing Gum	**Lou Little Football Forecasts**	MBS	Badger, Browning & Hersey
American Cigarette & Cigar Co. Pall Mall Cigarettes	**Dorothy Thompson**	NBC—Red	Comptom Advertising
American Home Products Corp. Anacin, Old English Floor Wax	**Our Gal Sunday**	CBS	Blackett-Sample-Hummert
American Home Products Corp. Old English Floor Wax, Flyded, 3-in-1 oil	**Mrs. Wiggs of the Cabbage Patch**	NBC—Red	Blackett-Sample-Hummert

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
American Home Products Corp. Louis Phillippe, Edna Wallace Hopper Youth Pack	**John's Other Wife**	NBC—Red	Blackett-Sample-Hummert
American Home Products Corp. Anacin, Bisodol, Kolynos	**Just Plain Bill**	NBC—Red	Blackett-Sample-Hummert
American Home Products Corp. Anacin	**Easy Aces**	NBC—Blue	Blackett-Sample-Hummert
American Home Products Corp. Bisodol	**Mr. Keen, Tracer of Lost Persons**	NBC—Blue	Blackett-Sample-Hummert
American Oil Co. Gasoline	**The Preakness**	NBC—Blue	Joseph Katz Co.
American Radiator Co. Heating Equipment	**Fireside Recitals**	NBC—Red	Blaker Advertising Agency
American Rolling Mill Co. Steel	**Armco Ironmaster**	NBC—Blue	N. W. Ayer & Son
American Tobacco Co. Lucky Strike Cigarettes	**Your Hit Parade** **Your News Parade**	CBS CBS	Lord & Thomas Lord & Thomas
American Tobacco Co. Roi-Tan Cigars	**Man to Man Sports**	CBS	Gumbinner Advertising Agency
American Tobacco Co. Lucky Strike Cigarettes	**Your Hit Parade** **Your Hollywood Parade**	NBC—Red NBC—Red	Lord & Thomas Lord & Thomas
American Tobacco Co. Lucky Strike Cigarettes	**Melody Puzzles**	MBS	Lord & Thomas
Elizabeth Arden Cosmetics	**Eddie Duchin's Orchestra**	NBC—Blue	Cecil, Warwick & Legler
Elizabeth Arden Cosmetics	**Eddie Duchin & Orchestra in the Hour of Romance**	MBS	Cecil, Warwick & Legler
Atlantic Refiining Co. White Flash Gas and Oil	**Ma and Pa** **Football Broadcasts**	CBS CBS	N. W. Ayer & Son N. W. Ayer & Son
Axton-Fisher Tobacco Co. Spud and Twenty Grand Cigarettes	**Ed Wynn**	NBC—Blue	Young & Rubican
Babbitt Co. Babo-O Cleaner	**David Harum**	NBC—Red	Blackett-Sample-Hummert
Bank of America Banking Service	**House of Melody**	NBC—PC	Chas. R. Stuart Chas. R. Stuart
Bank of America National Trust & Savings Association Banking Service	**Sam Hayes**	CBS	
Barbasol Co. Shaving Cream, Razor Blades	**Arthur Godfrey**	MBS	Erwin, Wasey & Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Barnsdall Refining Corp. Petroleum Products	**Courteous Colonels**	CBS	Co-operative Advertising Agency
	The Fun Bug	CBS	Co-operative Advertising Agency
Beneficial Management Corp. Personal Loans	**Your Unseen Friend**	CBS	Albert Frank-Guenther Law
Best Foods Inc. Mayonnaise	**Dr. Kate**	NBC—PC	Benton & Bowles
Better Speech Institute of America Study Courses	**Your English**	NBC—Blue	Auspitz & Lee
Bisodol Co. Bisodol	**Broadway Varieties**	CBS	Blackett-Sample-Hummert
Bowey's Inc. Dari-Rich Milk	**Adventures of Dari-Dan**	NBC—Red	Stack-Goble
Bowey's Inc. Dari-Rich Milk	**While the City Sleeps**	NBC—Red	Stack-Goble
Bowey's Inc. Dari-Rich Milk	**Terry and the Pirates**	NBC—Red	Stack-Goble
Bristol-Meyers Co. Ipana, Sal Hepatica	**Town Hall Tonight**	NBC—Red	Young & Rubican
Brown & Williamson Tobacco Corp. Sir Walter Raleigh Tobacco, Avon Cigarettes	**Neal O'Hara's Radio Gazette**	CBS	Batten, Barton, Durstine & Osborn
Brown & Williamson Tobacco Corp. Raleigh and Kool Cigarettes	**Kentucky Derby**	NBC—Blue	Batten, Barton, Durstine & Osborn
Brown & Williamson Tobacco Corp. Raleigh and Kool Cigarettes	**Tommy Dorsey's Orchestra—Ask Yourself Another**	NBC—Blue	Batten, Barton, Durstine & Osborn
Brown & Williamson Tobacco Corp. Raleigh and Kool Cigarettes	**Tommy Dorsey's Orchestra**	NBC—Blue	Batten, Barton, Durstine & Osborn
	Jack Pearl	NBC—Blue	Batten, Barton, Durstine & Osborn
	Raleigh-Kool Summer Show	NBC—Blue	Batten, Barton, Durstine & Osborn
Buick Motor Co. Motor Cars	**Farr-Louis Fight**	NBC—Red and Blue	Arthur Kudner
Buick Motor Co. Motor Cars	**Braddock-Louis Fight**	NBC—Red and Blue	Arthur Kudner
Burdett College Business Courses	**Finding Yourself**	CBS	N. W. Ayer & Son
Cadillac Motor Car Co. Motor Cars	**La Salle Fashion Show**	NBC—Red	Campbell-Ewald Co.
California Chain Stores Store Promotion	**California's Hour**	NBC—PC	Lord & Thomas

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
California Conserving Co. Foods	**Who Am I**	NBC—PC	Emil Brisacher & Staff
Campana Sales Co. Italian Balm	**First Nighter**	NBC—Red	Aubrey, Moore & Wallace
Campana Sales Co. Dreskin	**Grand Hotel**	NBC—Red	Aubrey, Moore & Wallace
Campana Sales Co. Italian Balm	**Vanity Fair**	NBC—Blue	Aubrey, Moore & Wallace
Campbell Cereal Co. Malto-O-Meal	**Rube Appleberry**	MBS	Mitchell-Faust Advertising Co.
Campbell Soup Co. Soup, Beans, Tomato Juice	**Hollywood Hotel** **Burns & Allen** **Ken Murray With Oswald**	CBS CBS CBS	F. Wallis Armstrong Co. F. Wallis Armstrong Co. F. Wallis Armstrong Co.
Carborundum Co. Carborundum	**Carborundum Band**	CBS	Batten, Barton, Durstine & Osborn
Cardinet Candy Co. Candy Bars	**Night Editor**	NBC—PC	Thomaschke-Elliott
Carnation Co. Carnation Milk	**Contented Program**	NBC—Red	Erwin, Wasey & Co.
Geo. W. Caswell Co. Coffee	**Woman's Magazine of the Air**	NBC—PC	Emil Brisacher & Staff
Chesebrough Manufacturing Co. Vaseline Preparations	**Dr. Christian**	CBS	McCann-Erickson
Chevrolet Motor Co. Automobiles	**Rubinoff and His Violin** **Romantic Rhythms**	CBS CBS	Campbell-Ewald Co. Campbell-Ewald Co.
Chicago Engineering Works Air Conditioning and Refrigeration	**New Dixie Demons**	MBS	Critchfield & Co.
Chrysler Corp. Automobiles	**Major Bowes' Amateur Hour**	CBS	Ruthrauff & Ryan
Cities Service Co. Gas and Oil	**Cities Service Concert**	NBC—Red	Lord & Thomas
Coca Cola Co. Beverage	**The Songshop**	CBS	D'Arcy Advertising Co.
Colgate-Palmolive-Peet Co. Shaving Cream, Soap, Supersuds, Dental Powder and Cream	**Gang Busters** **Hilltop House** **Beauty Box Theatre** **Myrt and Marge** **Adventures with Floyd Gibbons**	CBS CBS CBS CBS CBS	Benton & Bowles Benton & Bowles Benton & Bowles Benton & Bowles Benton & Bowles

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Commentator Magazine Magazine	**Commentator Forum**	MBS	Cecil, Warwick & Legler
Consolidated Drug Trade Products Proprietaries	**Charlie Stookie's Mountain Minstrels**	MBS	Benson & Dall
Continental Baking Co. Wonder Bread	**Renfrew of the Mounted** **Pretty Kitty Kelly**	CBS CBS	Benton & Bowles Benton & Bowles
Thomas Cook & Son Travel Service	**Cook's Travelogue**	CBS	L. D. Wertheimer Advertising
Thomas Cook & Son Travel Service	**Travel Talks by Malcolm LaPrade**	NBC—Red	L. D. Wertheimer Advertising
Corn Products Refining Co. Karo, Linit	**Five Star Revue**	CBS	E. W. Hellwig Co.
Crazy Water Hotel Co. Crazy Water Hotel and Fizz	**Music From Texas**	MBS	Luckey Bowman & Co.
Crown Overall Co. Overalls	**Pleasant Valley Frolics**	MBS	H. W. Kastor & Sons
Crusaders Political	**Current Event Talk**	MBS	Marschalk & Pratt
Cudahy Packing Co. Old Dutch Cleanser	**Bachelor's Children**	CBS MBS	Roche, Williams & Cunnyngham Roche, Williams & Cunnyngham
Cummer Products Co. Molle	**Vox Pop**	NBC—Red	Stack-Goble
Cummer Products Co. Energine	**Radio Newsreel**	NBC—Red	Stack-Goble
Cycle Trades of America Bicycles	**Bicycle Party**	NBC—Red	Campbell-Ewald Co.
Cycle Trades of America Bicycles	**Ridin' High**	NBC—Blue	Campbell-Ewald Co.
R. B. Davis Co. Cocomalt	**Joe Penner**	CBS	Ruthrauff & Ryan
Delaware, Lackawanna & Western Coal Co. Blue Coal	**The Shadow**	MBS	Ruthrauff & Ryan
Delv Limited Hand Cream	**Jack Burch**	MBS	Erwin, Wasey & Co.
Drackett Co. Drano	**Hello Peggy**	NBC—Red	Ralph H. Jones Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Duart Sales Co. Cosmetics	**The Passing Parade**	NBC—PC	Howard E. Williams Co.
Duart Sales Co. Creme of Milk	**The Passing Parade**	MBS	Direct
E. I. Du Pont de Nemours & Co. Institutional Advertising	**Cavalcade of America**	CBS	Batten, Barton, Durstine & Osborn
Duff-Norton Manufacturing Co. Lifting Jacks	**The House That Jack Built**	NBC—Red	Walker & Downing
Durkee's Famous Foods Ltd. Food Products	**Good Afternoon Neighbor**	CBS	Botsford, Constantine & Gardner
Emerson Drug Co. Bromo-Seltzer	**Sid Skolsky**	NBC—Blue	J. Walter Thompson Co.
F & F Laboratories Cough Drops	**Jenny Peabody**	CBS	Blackett-Sample-Hummert
Falstaff Brewing Co. Beer	**Public Hero No. 1**	NBC—Red	Gardner Advertising Co.
Fels & Co. Fels Naptha Soap	**Jack Berch & Orchestra**	CBS	Young & Rubican
Fels & Co. Fels Naptha Soap	**Tom, Dick & Harry**	MBS	Young & Rubican
H. Fendrich Inc. Cigars	**Smoke Dreams**	NBC—Red MBS	Ruthrauff & Ryan Ruthrauff & Ryan
Ferry Morse Seed Co. Seeds	**Martha Phillipp's Garden Class**	NBC—PC	Gerth-Knollin Advertising Agency
Firestone Tire & Rubber Co. Tires and Tubes	**The Voice of Firestone**	NBC—Red	Sweeney & James
Firestone Tire & Rubber Co. Tires and Tubes	**International Livestock Exposition**	NBC—Blue	Sweency & James
F. W. Fitch Co. Shampoo	**Sunset Dreams** **Fitch Jingle Program** **Interesting Neighbors** **Fitch Romances**	NBC—Red NBC—Red NBC—Red NBC—Red	L. W. Ramsey Co. L. W. Ramsey Co. L. W. Ramsey Co. L. W. Ramsey Co.
Florida Citrus Commission Grapefruit, Oranges, Tangerines	**How To Get the Most Out of Life**	CBS	Ruthrauff & Ryan
Ford Motor Co. Automobiles	**Sunday Evening Hour** **Al Pearce & Gang** **Universal Rhythm**	CBS CBS CBS	N. W. Ayer & Son N. W. Ayer & Son N. W. Ayer & Son

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Ford Motor Co. Automobiles	**Universal Rhythm**	NBC—Blue	N. W. Ayer & Son
J. B. Ford Co. Wyandotte Cleaning Products	**A Page From Your Life**	CBS	N. W. Ayer & Son
	Tell Us Your Story	CBS	N. W. Ayer & Son
	Petticoat of the Air	CBS	N. W. Ayer & Son
E. Fougera & Co. Vapex	**Let's Play Games**	MBS	Small & Seiffer
Fresh Milk Industry Milk and Milk Products	**Stars of the Milky Way**	MBS	Aubrey, Moore & Wallace
Gallenkamp Stores Co. Shoes	**Professor Puzzlewit**	NBC—PC	Long Advertising Service
General Baking Co. Bond Bread	**Guy Lombardo & Orchestra**	CBS	Batten, Barton, Durstine & Osborn
General Electric Co. Electrical Appliances	**Hour of Charm**	NBC—Red	Maxon Inc.
General Foods Corp. Calumet Baking Powder, Swans-Down Flour	**Kate Smith Revue**	CBS	Young & Rubicam
General Foods Corp. Sanka Coffee, Minute Tapioca, Calumet	**We, the People**	CBS and NBC—Blue	Young & Rubicam
	Mary Margaret McBride	CBS	Young & Rubicam
General Foods Corp. Grape Nuts	**Burns & Allen**	NBC—Red	Young & Rubicam
General Foods Corp. Jello	**Jack Benny**	NBC—Red	Young & Rubicam
General Foods Corp. Maxwell House Coffee	**Showboat**	NBC—Red	Benton & Bowles
	Good News of 1938	NBC—Red	Benton & Bowles
General Foods Corp. Huskies	**Believe It or Not**	NBC—Red and NBC—Blue	Benton & Bowles
General Foods Corp. Log Cabin Syrup	**Jack Haley's Log Cabin**	NBC—Red	Benton & Bowles
General Foods Corp. Minute Tapioca	**Stoopnagle & Budd**	NBC—Blue	Young & Rubicam
General Foods Corp. Diamond Crystal Salt	**Adventures of Captain Diamond On Broadway**	NBC—Blue	Benton & Bowles
General Foods Corp. Sanka Coffee	**Helen Hayes in Bambi**	NBC—Blue	Young & Rubicam
General Foods Corp. Log Cabin Syrup	**Log Cabin Dude Ranch**	NBC—Blue	Benton & Bowles

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Mills Inc. Wheaties, Softasilk, Bisquick	**Betty and Bob**	CBS	Blackett-Sample-Hummert
	Hymns of All Churches	CBS	Blackett-Sample-Hummert
	Betty Crocker	CBS	Blackett-Sample-Hummert
	Arnold Grimm's Daughter	CBS	Blackett-Sample-Hummert
	Hollywood In Person	CBS	Blackett-Sample-Hummert
General Mills Inc. Wheaties	**Jack Armstrong**	NBC—Red	Blackett-Sample-Hummert
General Mills Inc. Gold Medal Flour	**Love Song**	MBS	Blackett-Sample-Hummert
General Motor Carp. Motor Cars	**General Motors Concerts**	NBC—Red NBC—Blue	Campbell-Ewald Co. Campbell-Ewald Co.
General Shoe Corp. Fortune Shoes	**Famous Fortunes**	MBS	Badger & Browning
Gil'ette Safety Razor Co. Safety Razors and Blades	**Original Community Sing**	CBS	Ruthrauff & Ryan
Gilmore Oil Co. Motor Oil and Gas	**Strange As It Seems**	CBS	Raymond R. Morgan Co.
Gilmore Oil Co. Motor Oil and Gas	**Gilmore Circus**	NBC—PC	Botsford, Constantine & Gardner
Globe Grain & Milling Co. Flour	**The Best of the Week**	NBC—PC	Dan B. Miner Co.
Gordon Baking Co. Silver Cup Bread	**Lone Ranger**	MBS	Young & Rubicam
Gospel Broadcasting Association Evangelical Talks	**Old Fashioned Revival**	MBS	R. H. Alber & Co.
Great Atlantic and Pacific Tea Co. A and P Coffees	**A and P Band Wagon Starring Kate Smith**	CBS	Paris & Peart
Griffin Manufacturing Co. Shoe Polish	**Time To Shine**	NBC—Blue	Bermingham, Castlemen & Pierce
Griswold Manufacturing Co. Aluminum Ware	**J. Alden Edkins**	NBC—Blue	Batten, Barton, Durstine & Osborn
Group of American Banks Banking Service	**Symphony Concert**	CBS	The Wessel Co.
Group of American Banks Banking Service	**Philadelphia Orchestra**	NBC—Blue	The Wessel Co.
Grove Laboratories Bromo Quinine	**General Hugh S. Johnson**	NBC—Blue	Stack-Goble

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Gruen Watch Co. Watches	**Time of Your Life**	NBC—Red	McCann-Erickson
Gulf Oil Corp. Motor Oil and Gas	**Phil Baker**	CBS	Young & Rubicam
	Summer Stars	CBS	Young & Rubicam
Health Products Corp. Proprietaries	**1937 Radio Show**	MBS	William Esty & Co.
	Ray Knight's Cuckoos	MBS	William Esty & Co.
Hecker Products Corp. H-O Cereals	**Hecker's Information Bureau**	MBS	Erwin Wasey & Co.
Hecker Products Corp. Silver Dust	**Beatrice Fairfax**	MBS	Batten, Barton, Durstine & Osborn
H. J. Heinz Co. "57" Varieties	**Magazine of the Air**	CBS	Maxon Inc.
Horlick's Malted Milk Corp. Malted Milk	**Lum and Abner**	NBC—Blue	Lord & Thomas
George A. Hormel & Co. Soups, Chile Con Carne	**Swing With the Strings**	CBS	Batten, Barton, Durstine & Osborn
Household Finance Corp. Loans	**It Can Be Done**	NBC—Blue	Batten, Barton, Durstine & Osborn
Hudson Coal Co. Coal	**Beneath the Surface**	NBC—Red	Leighton & Nelson
Hudson Motor Car Co. Motor Cars	**Hobby Lobby**	CBS	Brooke, Smith & French
Humphrey's Homeopathic Medicine Co. Cough Remedy	**Sweethearts of the Air**	NBC—Blue	The Biow Co.
Humphrey's Homeopathic Medicine Co. Medicines	**Martha and Hal**	MBS	The Biow Co.
Illinois Central Rail Road Co. Travel	**Heading South**	CBS	Caples Co.
International Cellucotton Products Co. Kleenex	**The Story of Mary Marlin**	NBC—Red	Lord & Thomas
International Shoe Co. Peters Shoes	**Dr. Peter Puzzlewit**	NBC—PC	
International Silver Co. 1847 Rogers	**Silver Theatre**	CBS	Young & Rubicam
International Silver Co. Silverware	**Musical Camera**	NBC—Red	N. W. Ayer & Son
Iodent Chemical Co. Toothpaste	**Dress Rehearsal**	NBC—Blue	Maxon Inc.

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Jel-Sert Co. Maple-Mix Dessert	**Melody of Romance**	NBC—Blue	Rogers and Smith
Jel-Sert Co. Maple-Mix Dessert	**Woman's Magazine of the Air**	NBC—PC	Rogers & Smith
Jergens-Woodbury Sales Corp. Soap	**Follow the Moon**	NBC—Red	Lennen & Mitchell
Jergens-Woodbury Sales Corp. Woodbury Products	**Rippling Rhythm Review**	NBC—Blue	Lennen & Mitchell
Jergens-Woodbury Sales Corp. Woodbury Products	**Hollywood Playhouse**	NBC—Blue	Lennen & Mitchell
Jergens-Woodbury Sales Corp. Jergens Lotion	**Walter Winchell**	NBC—Blue	Lennen & Mitchell
S. C. Johnson & Son Inc. Johnson's Wax	**Fibber McGee & Molly**	NBC—Red	Needham, Louis & Brorby
Journal of Living Publishing Corp. Magazine	**Victor H. Lindlahr**	MBS	Franklin Bruck Advertising Co.
Katro-Lek Laboratories Katro Balsam	**Polish Music**	MBS	Chambers & Wiswell
Kay Jewelry Co. Jewelry	**Stars on Parade**	NBC—PC	Sidney Garfinkel Advertising Agency
Kellogg Co. Cereals	**Girl Alone**	NBC—Red	N. W. Ayer & Son
Kellogg Co. Cereals	**Kellogg Singing Lady**	NBC—Blue	N. W. Ayer & Son
Kellogg Co. Cereals	**Singing Lady Musical Plays**	MBS	N. W. Ayer & Son
Kirkman & Son Inc. Soap	**Jack & Loretta Clemens**	CBS	N. W. Ayer & Son
Kolynos Sales Co. Dentifrice	**Hammerstein Music Hall**	CBS	Blackett-Sample-Hummert
Knox Gelatine Co. Sparkling Gelatine	**Ed East and Ralph Dumke, the Quality Twins**	CBS	Federal Advertising Agency
Koppers Coke Co. Coke	**Eddie Duchin's Orchestra**	NBC—Red	Batten, Barton, Durstine & Osborn

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Kraft-Phenix Cheese Corp. Cheese, Salad Dressing	**The Kraft Music Hall**	NBC—Red	J. Walter Thompson Co
A. J. Krank Co. Hair Root Oil, Lather Cream	**Minute Mysteries**	CBS	McCord Co.
	Lloyd Pantages Covers Hollywood	CBS	McCord Co.
Krueger Brewing Co. Beer & Ale	**Krueger's Musical Toast**	NBC—Red	The Biow Co.
Lady Esther Co. Cosmetics	**Wayne King's Orchestra**	CBS	Stack-Goble
Lady Esther Co. Cosmetics	**Lady Esther Serenade**	NBC—Red	Stack-Goble
Lambert Pharmacal Co. Listerine	**Newlyweds**	CBS	Lambert & Feasley
Lambert Pharmacal Co. Listerine	**Grand Central Station**	NBC—Blue	Lambert & Feasley
Lamont Corliss & Co. Ponds Products	**Husbands & Wifes**	NBC—Blue	J. Walter Thompson Co.
Lamont Corliss & Co. Ponds Products	**Mrs. Franklin D. Roosevelt**	NBC—Blue	J. Walter Thompson Co.
Lamont Corliss & Co. Ponds Products	**Woman's Magazine of the Air**	NBC—PC	J. Walter Thompson Co.
Langendorf United Bakeries Bakery Goods	**Langendorf Pictorial**	NBC—PC	McCann-Erickson
Lehn & Fink Products Co. Pebeco Toothpaste, Lysol, Hind's Honey & Almond Cream, Tussy Lipstick.	**The Gumps**	CBS	Lennen & Mitchell
	Follow the Moon	CBS	Lennen & Mitchell
	Dr. Allen Roy Dafoe	CBS	Lennen & Mitchell
	Between the Bookends	CBS	William Esty & Co.
	Life of Mary Sothern	CBS	William Esty & Co.
	Hawaiian Moon Casino	CBS	William Esty & Co.
Lehn & Fink Products Co. Lysol	**Life of Mary Southern**	MBS	William Esty & Co.
Lever Bros. Co. Lux Toilet Soap	**Lux Radio Theatre**	CBS	J. Walter Thompson Co
Lever Bros. Co. Rinso, Spry, Lifebuoy	**Big Town**	CBS	Ruthrauff & Ryan
	Big Sister	CBS	Ruthrauff & Ryan
	Aunt Jenny's Real Life Stories	CBS	Ruthrauff & Ryan
	Al Jolson Show	CBS	Ruthrauff & Ryan

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Lewis-Howe Co. Tums	**Vocal Varieties**	NBC—Red	H. W. Kastor & Sons Advertising Co.
Libby, McNeil & Libby Food Products	**We Are Four**	MBS	J. Walter Thompson Co.
Liggett & Myers Tobacco Co. Chesterfield Cigarettes, Granger Tobacco	**Music From Hollywood with Hal Kemp and Alice Faye**	CBS	Newell-Emmett Co.
	Andre Kostelanetz and Guest	CBS	Newell-Emmett Co.
	Alexander Woolcott	CBS	Newell-Emmett Co.
	The Town Crier	CBS	Newell-Emmett Co.
	Eddie Dooley Football Forecasts	CBS	Newell-Emmett Co.
	Sports Resume	CBS	Newell-Emmett Co.
Little Crow Milling Co. Coco-Wheats	**Jolly Joe**	MBS	Rogers & Smith
Local Cooperative Campaign Cooperative Sponsors	**30 Minutes in Hollywood**	MBS	Redfield-Johnstone
Local Department Stores Department Stores	**Morning Matinee**	MBS	Dorland International
Local Loan Co. Loans	**Meet Your Neighbor**	NBC—PC	Long Advertising Service
Loose-Wiles Biscuit Co. Crackers	**Snow Village**	NBC—Red	Newell-Emmett Co.
P. Lorillard Co. Old Gold Cigarettes	**Hollywood Screenscoops**	CBS	Lennen & Mitchell
Los Angeles Soap Co. White King Soap	**Gus Edwards' School Days**	CBS	Barnes-Chase Co.
Ludens Inc. Cough Drops	**Jimmy Fiddler**	NBC—Red	J. M. Mathes
Lutheran Laymen's League Religious	**Lutheran Hour**	MBS	Kelly, Stuhlman & Zarndt
Modern Food Process Co. Dog Food	**Dog Heroes**	NBC—Blue	Clements Co.
Modern Magazines Inc. Modern Romances	**Modern Romances**	NBC—Blue	Lennen & Mitchell
Moon Glow Cosmetic Co. Nail Polish & Remover	**Moonglow Melodies**	CBS	Emil Brisacher & Staff
Benjamin Moore & Co. Paints	**Betty Moore Triangle Club**	NBC—Red	Direct

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
John Morrell & Co. Red Heart Dog Food	**Tea Time At Morrell's**	NBC—Red	Henri, Hurst & McDonald
Philip Morris & Co. Ltd. Philip Morris Cigarettes	**Johnnie Presents**	CBS	The Biow Co.
Philip Morris & Co. Ltd. Philip Morris Cigarettes	**Philip Morris Program**	NBC—Red	The Biow Co.
C. F. Mueller Co. Macaroni	**Kitchen Cavalcade**	NBC—Blue	Kenyon & Eckhardt
Murine Co. Eye Wash	**Listen To This**	MBS	Vanderbie & Rubens
The Musterole Co. and E. W. Rose Co. Musterole, Zemo	**Carson Robison & His Buckaroos**	MBS	Erwin, Wasey & Co.
Nash-Kelvinator Corp. Nash Cars, Kelvinator Refrigerators	**Speedshow With Floyd Gibbons** **Professor Quiz**	CBS CBS	J. Walter Thompson Co. Geyer, Cornell & Newell
National Biscuit Co. Food Products	**1937 Edition of Twin Stars with Victor Moore and Helen Broderick**	CBS	McCann-Erickson
National Biscuit Co. Food Products	**Twin Stars**	NBC—Blue	McCann-Erickson
MacFadden Publications Inc. True Story Magazine	**Court of Human Relations**	NBC—Red	Arthur Kudner
MacFadden Publications Inc. True Detective Story Magazine	**True Detective Mysteries**	MBS	Ruthrauff & Ryan
MacFadden Publications Inc. True Story Magazine	**Good Will Hour**	MBS	Ruthrauff & Ryan
Main Development Commission Maine Products	**The Girl From Maine**	MBS	Brooke, Smith, French & Dorrance
McKesson & Robbins Tooth Powder	**Meadow's Beauty Forum**	MBS	Brown & Tarcher
Maltex Co. Maltex Cereal	**Treasure Adventures of Jack Masters**	CBS	J. M. Mathes
Manhattan Soap Co. Sweetheart Soap	**The Wife Saver**	CBS	Peck Advertising Agency
Manhattan Soap Co. Sweetheart Soap	**The Wife Saver**	NBC—Red	Peck Advertising Agency
Manhattan Soap Co. Sweetheart Soap	**Thomas Conrad Sawyer**	NBC—PC	Peck Advertising Agency

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J. W. Marrow Manufacturing Co. Shampoo	**Henry Busse's Orchestra**	NBC—Red	Baggaley, Horton & Hoyt
J. W. Marrow Manufacturing Co. Shampoo	**Sweet Rhythms**	NBC—PC	James-Morton
Maybelline Co. Mascara	**Penthouse Serenade**	NBC—Red	Cramer-Krassett Co.
Mennen Co. Mennen Products	**Famous Jury Trials**	MBS	H. M. Kieswetter Advertising Agency
Miles Laboratories Alka-Seltzer	**Uncle Ezra's Radio Station EZRA**	NBC—Red	Wade Advertising Agency
Miles Laboratories Alka-Seltzer	**National Barn Dance**	NBC—Blue	Wade Advertising Agency
National Ice Advertising Inc. Natural Ice and Ice Boxes	**Homemaker's Exchange with Eleanor Howe**	CBS	Donahue & Coe
National Ice Advertising Inc. Natural Ice and Ice Boxes	**Homemaker's Exchange**	NBC—Red	Donahue & Coe
National Ice Advertising Inc. Natural Ice and Ice Boxes	**Gladys Swartout**	NBC—Red	Donahue & Coe
National Silver Co. Tableware	**Irving Kaufman, Pauline Alpert and Louise Wilcher**	MBS	Frank Presbrey Co.
New York State Democratic Committee Political	**Speeches**	MBS	Fischer, Zealand Co.
North American Accident Insurance Co. Accident Insurance	**Gabriel Heatter**	MBS	Franklin Bruck Advertising Co.
Noxzema Chemical Co. Noxzema Medicated and Shaving Cream	**Hollywood Observer**	CBS	Ruthrauff & Ryan
Olds Motor Works Motor Cars	**Irvin S. Cobb & His Paducah Plantation**	NBC—Red	D. P. Brother & Co.
Occidental Life Insurance Co. Insurance	**Winning the West**	NBC—PC	Chas. R. Stuart Inc.
Olson Rug Co. Rugs	**Romantic Serenaders**	MBS	Presba, Fellers & Presba
Owens-Illinois Glass Co. Glass Containers	**Coffee Club**	MBS	U. S. Advertising Corp.
Owl Drug Co. Drugs	**Treasure Island**	NBC—PC	D'Evelyn & Wadsworth

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Oxo Ltd. Beef Cubes	**Clarence Hayes**	NBC—PC	Doremus & Co.
Pacific Coast Borax Co. Twenty Mule-Team Borax	**Death Valley Days**	NBC—Blue NBC—PC	McCann-Erickson McCann-Erickson
Pacific Guano Co. Fertilizer	**Garden Guide**	NBC—PC	Tomaschke-Elliott Inc.
Packard Motor Co. Motor Cars	**Hollywood Mardi Gras**	NBC—Red	Young & Rubicam
Packers Tar Soap Inc. Soap	**Thatcher Colt Mysteries**	NBC—Red	Stack-Goble
Parker Watch Co. Watches	**Sunday Morning Quarterback**	MBS	De Garmo Corp.
Pepperell Manufacturing Co. Sheets	**Dr. Karl Reiland**	NBC—Blue	Batten, Barton, Durstine & Osborn
The Pepsodent Co. Toothpaste	**Amos n' Andy**	NBC—Red	Lord & Thomas
Pet Milk Sales Corp. Pet Milk	**Saturday Night Serenade** **Pet Milky Way with Mary Lee Taylor, Home Economist**	CBS CBS	Gardner Advertising Co. Gardner Advertising Co.
Philco Radio & Television Corp. Philco Radios	**Boake Carter, News**	CBS	Hutchins Advertising Co.
Phillips Packing Co. Soups	**George Rector**	CBS	Comton Advertising
Phillips Petroleum Co. Phillips 66 Gas	**Phillips Poly Follies**	CBS	Lambert & Feasley
Pillsbury Flour Mills Flour	**Today's Children**	NBC—Red	Hutchinson Advertising Co.
Pontiac Motor Co. Motor Cars	**Kathryn Cravens' News Through A Woman's Eyes**	CBS	MacManus, John & Adams
Pontiac Motor Co. Motor Cars	**Pontiac Varsity Show**	NBC—Red	MacManus, John & Adams
Princess Pat Ltd. Cosmetics	**A Tale of Today**	NBC—Red	McJunkin Advertising Co.
Procter & Gamble Co. Camay	**Pepper Young's Family**	NBC—Red NBC—Blue	Pedlar & Ryan Pedlar & Ryan
Procter & Gamble Co. Chipso	**The Road of Life**	NBC—Red NBC—Blue	Compton Advertising Compton Advertising

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Procter & Gamble Co. Crisco	**Vic and Sade**	NBC—Red NBC—Blue	Compton Advertising Compton Advertising
Procter & Gamble Co. Dreft	**Kitty Keene**	NBC—Red	Compton Advertising
Procter & Gamble Co. Drene	**Jimmy Fiddler**	NBC—Red	H. W. Kastor & Sons Advertising Co.
Procter & Gamble Co. Ivory Flakes	**Story of Mary Marlin**	NBC—Red NBC—Blue	Compton Advertising Compton Advertising
Procter & Gamble Co. Ivory Soap	**The O'Neills**	NBC—Red NBC—Blue	Compton Advertising Compton Advertising
Procter & Gamble Co. Oxydol	**The Goldbergs**	NBC—Red	Blackett-Sample-Hummert
Procter & Gamble Co. Oxydol	**Oxydol's Own Ma Perkins**	NBC—Red NBC—Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert
Procter & Gamble Co. White Naptha	**The Guiding Light**	NBC—Red	Compton Advertising
Procter & Gamble Co. Ivory Soap	**The Gospel Singer**	NBC—Red NBC—Blue	Compton Advertising Compton Advertising
Procter & Gamble Co. Chipso	**Personal Column of the Air**	NBC—Red	Blackman Advertising
Procter & Gamble Co. Drene	**Jerry Cooper**	NBC—Red	H. W. Kastor & Sons Advertising Co.
Procter & Gamble Co. Oxydol	**Couple Next Door**	MBS	Blackett-Sample-Hummert
Pro-Ker Laboratories Hair Tonic	**Hair Raising Mysteries**	NBC—PC	General Advertising Agency
Pure Milk Products Gold-n-Rich Cheese	**Petticoat Philosophy**	MBS	Hanff-Metzger of Ill.
Quaker Oats Co. Cereals	**Kaltenmeyer's Kindergarten**	NBC—Red	Lord & Thomas
Quaker Oats Co. Aunt Jemima Flour	**Aunt Jemina in the Cabin at the Crossroads**	NBC—Blue	Lord & Thomas
Rabin Co. Cosmetics	**Just Between Us**	MBS	Hayes MacFarland Co.
Radio Corporation of America Radios	**The Magic Key of RCA**	NBC—Blue	Blue Direct

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Radio Corporation of America Radios	**Carnival of Champions**	NBC—Blue	Lord & Thomas
Radio Corporation of America Radios	**Metropolitan Opera**	NBC—Blue	Lord & Thomas
Radio Guide Magazine	**Court of Honor**	NBC—Blue	Lord & Thomas
Ralston-Purina Co. Ry-Crisp	**Marion Talley**	NBC—Red	Gardner Advertising Co.
Ralston-Purina Co. Wheat Cereal	**Tom Mix**	NBC—Red NBC—Blue	Gardner Advertising Co. Gardner Advertising Co.
Real Silk Hosiery Co. Hosiery	**Edwin C. Hill**	NBC—Blue	Leo Burnett Co.
Regional Advertisers Inc. Gas Promotion	**The Mystery Chef**	NBC—Red	McCann-Erickson
R. J. Reynolds Tobacco Co. Camel Cigarettes	**Camel Caravan** **Jack Oakie's College** **Benny Goodman's Swing School**	CBS CBS CBS	William Esty & Co. William Esty & Co. William Esty & Co.
Richfield Oil Corp. Gas & Oil	**Richfield Reporter**	NBC—PC	Hixson-O'Donnell
Richfield Oil Corp. Gas & Oil	**Olsen & Johnson**	NBC—PC	Hixson-O'Donnell
Rio Grande Oil Inc. Petroleum Products	**Calling All Cars**	CBS	Hixson-O'Donnell
Rocke News Syndicated Program Local Sponsors Products	**Headlines**	MBS	
S. S. S. Co. S. S. S. Tonic	**Music For the Family**	MBS	Direct
Scott Paper Co. Towels	**Woman's Magazine of the Air**	NBC—PC	J. Walter Thompson Co
Sealtest Inc. Milk	**Saturday Night Party**	NBC—Red	N. W. Ayer & Son
Sealtest Inc. Milk	**Rising Musical Stars**	NBC—Red	McKee, Albright & Ivey
Servel Inc. Electrolux Refrigerators	**March of Time**	CBS	Batten, Barton, Durstine & Osborn
W. A. Sheaffer Pen Co. Fountain Pens	**Lifetime Revue**	MBS	Russell M. Seeds Co.
Shell Union Oil Corp. Gas & Oil	**The Shell Show**	NBC—Red	J. Walter Thompson Co.

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Sherwin-Williams Co. Paints	**Metropolitan Opera Auditions of the Air**	NBC—Blue	Cecil, Warwick & Legler
Signal Oil Co. Gas & Oil	**Signal Carnival**	NBC—PC	Logan & Stebbins
Sinclair Refining Co. Petroleum Products	**Babe Ruth Sports Talks**	CBS	Federal Advertising Agency
Skelly Oil Co. Petroleum Products	**Court of Missing Heirs**	CBS	Blackett-Sample-Hummert
Sinclair Refining Co. Petroleum Products	**Sinclair Minstrels**	NBC—Blue	Federal Advertising Agency
Skol Products Skol Antiseptic	**Hollywood Sunshine Girls**	MBS	Peck Advertising Agency
David A. Smart Magazine	**Coronet On the Air**	NBC—Blue	Batten, Barton, Durstine & Osborn
Smith Bros. Cough Drops	**Melody Matinee**	NBC—Red	Brown & Tarcher
Social Justice Publishing Co.	**Father Coughlin**	MBS	Albert M. Ross
Sperry Flour Co. Flour	**Male Chorus** **Western Home Show**	CBS CBS	Westco Advertising Agency Westco Advertising Agency
Sperry Flour Co. Flour	**Sperry Day-Time Special**	NBC—PC	Westco Advertising Agency
Sperry Flour Co. Flour	**Sperry Sunday Special**	NBC—PC	Westco Advertising Agency
Sperry Flour Co. Flour	**Gloria Gale**	NBC—PC	Westco Advertising Agency
Sperry Flour Co. Flour	**Woman's Magazine of the Air**	NBC—PC	Westco Advertising Agency
Standard Brands Inc. Tender Leaf Tea	**One Man's Family**	NBC—Red NBC—PC	J. Walter Thompson Co. J. Walter Thompson Co.
Standard Brands Inc. Chase & Sanborn Coffee	**Good Will Court**	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Chase & Sanborn Coffee	**Do You Want To Be An Actor**	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Chase & Sanborn Coffee	**The Chase & Sanborn Program**	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Royal Desserts	**The Royal Gelatin Program**	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Yeast	**Fleischmann's Yeast Program**	NBC—Blue	J. Walter Thompson Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Standard Brands Inc. Yeast	**The Bakers Broadcast**	NBC—Blue	J. Walter Thompson Co.
Standard Oil Co. of Calif. Gas & Oil	**Standard School Broadcasts**	NBC—PC	McCann-Erickson
Standard Oil Co. of Calif. Gas & Oil	**Standard Symphony**	NBC—PC	McCann-Erickson
Sterling Products Inc. Bayer Aspirin	**Second Wife Starring Helen Mencken**	CBS	Blackett-Sample-Hummert
Sterling Products Inc. Milk of Magnesia	**Waltz Time**	NBC—Red	Blackett-Sample-Hummert
Sterling Products Inc. Bayer Aspirin	**Album of Familiar Music**	NBC—Red	Blackett-Sample-Hummert
Sterling Products Inc. Dr. Lyons Products	**Manhattan Merry-Go-Round**	NBC—Red	Blackett-Sample-Hummert
Sterling Products Inc. Dr. Lyons Products	**Backstage Wife**	NBC—Red	Blackett-Sample-Hummert
Sterling Products Inc. Milk of Magnesia	**How To Be Charming**	NBC—Red	Blackett-Sample-Hummert
Sterling Products Inc. Milk of Magnesia	**Lorenzo Jones**	NBC—Red	Blackett-Sample-Hummert
Sterling Products Inc. Cal-Aspirin	**Painted Dreams**	MBS	Blackett-Sample-Hummert
Sterling Products Inc. Calirad	**Get Thin To Music**	MBS	Thompson-Koch Co.
Stewart Warner Corp. Radios, Alemite, Refrigerators	**Horace Heidt & His Brigadiers**	CBS	Hays MacFarland & Co.
Stewart Warner Corp. Alemite	**Horace Heidt & His Brigadiers**	NBC—Blue	Hays MacFarland & Co.
Studebaker Corp. Motor Cars	**Studebaker Champions**	NBC—Red	Roche, Williams & Cunnyngham
Sun Oil Co. Gas & Oil	**Lowell Thomas**	NBC—Blue	Roche, Williams & Cunnyngham
Sussman, Wormser & Co. Foods	**I Want A Divorce**	NBC—PC	Emil Brisacher & Staff
Sussman, Wormser & Co. Foods	**Junior News**	NBC—PC	Emil Brisacher & Staff
Swift & Co. Sunbrite Cleaner	**Junior Nurse Corps**	CBS	Stack-Goble

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Swift & Co. Meats	**Swift & Co. Program**	NBC—Red	J. Walter Thompson Co.
Swift & Co. Sunbrite Cleaner	**Junior Nurse Corps**	NBC—Blue	Stack-Goble
Sylmar Packing Corp. Canned Foods	**Casandra Musical**	CBS	Pacific Market Builders
Table Products Inc. Duchess Salad Dressing	**Fletcher Wiley**	CBS	Lord & Thomas
Tastyeast Inc. Yeast	**Tastyeast Jesters**	NBC—Blue	Peck Advertising Agency
Tavannes of America Inc. Watches	**Split Seconds In History**	CBS	Milton Weinberg Advertising Agency
Texas Co. Texaco Products	**Texas Fire Chief starring Eddie Cantor** **Texaco Town**	CBS CBS	Hanff-Metzger Hanff-Metzger
Tide Water Associated Oil Co. Petroleum Products	**Pacific Coast Conference Football Game Broadcasts**	CBS	Lord & Thomas
Tide Water Associated Oil Co. Petroleum Products	**Associated Football**	NBC—PC	Lord & Thomas
Tillamook County Creamery Association Cheese	**Bennie Walker's Tillamook Kitchen**	NBC—PC	Botsford, Constantine & Gardner
Time Inc. Time Magazine	**March of Time**	CBS	Batten, Barton, Durstine & Osborn
Time Inc. Time Magazine	**March of Time**	NBC—Blue	Batten, Barton, Durstine & Osborn
Union Oil Co. Gas & Oil	**Thrills**	NBC—PC	Lord & Thomas
U. S. Tobacco Co. Dill's Best & Model Pipe Tobaccos	**Pick & Pat in Pipe Smoking Time**	CBS	Arthur Kudner Inc.
Vadsco Sales Corp. Cold Tablets	**Court of Human Relations**	MBS	Albert M. Ross
Varady of Vienna Inc. Cosmetics	**Ted Weems and his Orchestra**	MBS	Bagaley, Horton & Hoyt
Vick Chemical Co. Vapo-Rub, Va-Tro-Nol	**Vick's Open House** **Tony Wons' Scrapbook**	CBS CBS	Morse International Morse International
Vocational Service Inc. School	**Doctor Dollar**	NBC—Red	Critchfield & Co.
Wallace Biscuit Co. Biscuits	**Get Thin To Music**	MBS	Reincke, Younggreen & Finn

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
The Wander Co. Ovaltine	**Little Orphan Annie**	NBC—Red	Blackett-Sample-Hummert
The Wander Co. Ovaltine	**Mollie of the Movies**	MBS	Blackett-Sample-Hummert
Ward Baking Co. Bread & Cake	**News of Youth**	CBS	Fletcher & Ellis
William R. Warner Co. Sloan's Liniment	**Behind Prison Bars**	NBC—Blue	Cecil, Warwick & Legler
William R. Warner Co. Sloan's Liniment	**Warden Lawes in 20,000 Years in Sing Sing**	NBC—Blue	Cecil, Warwick & Legler
Wasey Products Co. Musterole-Kreml	**Voice of Experience**	NBC—Red	Erwin, Wasey & Co.
Wasey Products Co. Barbasol	**Singin' Sam**	NBC—Blue	Erwin, Wasey & Co.
Wasey Products Co. Proprietaries	**Jacob Tarshish**	MBS	Erwin, Wasey & Co.
G. Washington Refining Co. Coffee	**Uncle Jim's Question Bee**	NBC—Blue	Cecil, Warwick & Legler
Welch Grape Juice Co. Grape Juice	**Irene Rich**	NBC—Blue	H. W. Kastor & Sons Advertising Co.
Wesson Oil & Snowdrift Co. Salad Oil	**Hawthorne House**	NBC—PC	Fitzgerald Advertising Agency
Western Bakeries of America Weber Bread	**Lone Ranger**	MBS	Scholts Advertising Service
Wheatena Corp. Wheatena	**Popeye, The Sailor**	CBS	Rohrabaugh & Gibson
Wheeling Steel Corp. Steel Products	**Musical Steel Makers**	MBS	Critchfield & Co.
J. B. Williams Co. Shaving Cream	**True or False**	MBS	J. Walter Thompson Co.
Willys Overland Auto Co. Automobiles	**Willys Surprise Party**	MBS	U. S. Advertising Corp.
William Wrigley Jr. Co. Chewing Gum	**Poetic Melodies** **Mortimer Gooch** **Scattergood Baines**	CBS CBS CBS	Neisser-Myerhoff Inc. Neisser-Myerhoff Inc. Neisser-Myerhoff Inc.
Zenith Radio Corp. Radios	**Zenith Foundation**	NBC—Blue	E. H. Brown Advertising Agency

NATIONAL NETWORK SUSTAINING PROGRAMS of 1937

The following listings of network sustaining programs are composed of only those broadcasts heard on a regular schedule during 1937. The list does not include programs heard as special event or one-time shots. A number of the programs listed are either institutional or time has been donated by networks to an educational institution for special series.

List was compiled through the cooperation of CBS, MBS and NBC.

☆ CBS ☆

American School of the Air
As You Like It
Between the Bookends
Bill Wright, Vice-President
Blue Velvet Music
Brave New Worlds
Buddy Clark Entertains
Chamber Musicale
Chicago Variety Hour
Church of the Air
Cincinnati Conservatory of Music
Cincinnati Symphony Orchestra
Colonel Jack Major
Columbia's Concert Hall
Columbia Shakespearian Cycle
Columbia Workshop
Current Questions Before Congress
Curtis Institute of Music
Dear Columbia
Dear Teacher
Designs in Harmonies
Dorothy Gordon's Juvenile Programs
Down By Herman's
Drama of the Skies
Earaches of 1938
Essays In Music
Everybody's Music
Fighting Crime
Fireside Chats by President F. D. Roosevelt
Funny Things
Grant Park Concerts
Greenfield Village Chapel
Headlines and Bylines
Hollywood Show Case
H. V. Kaltenborn's News Comments
It's All in Fun
Lew White Entertains
Living Dramas Of The Bible
Let's Pretend
Lewisohn Stadium Concerts
Major Bowes' Capitol Family

Make-Believe
Manhattan Matinee
Mellow Moments
Metropolitan Parade
Milestones with David Ross
Morning Almanac
Musical Americana
Music In the Air
National Women's Amateur Golf
New Horizons
New York Academy of Medicine
New York Philharmonic-Symphony Orchestra
New York Philharmonic-Symphony Orchestra Children's Concerts
Our American Neighbors
Poet's Gold
Pop Concerts
Press Radio News
Radio Spelling Bee
Rambles in Rhythm
Richard Maxwell's Songs of Comfort
Salt Lake City Tabernacle Hour
Saturday Night Swing Club
Science Service
Song Time
Story of the Song
Sunday Morning at Aunt Susan's
Sunday News and Reviews
Theater Matinee
The People's Choice
The Story of Industry
Tish
Tito Guizar Entertains
Treasure Island
U. S. Army Band
U. S. Marine Band
Vocals by Verrill
Wilderness Road
World Series
Your Garden and Mine
Your Home and Mine
Your Neck of the Woods

☆ MBS ☆

American Wild Life Conservation Series
Benay Venuta's Variety Program
Bookshelf of Poetry and Prose
Carnegie Tech Symphony Concerts
Children's Hour
Chicago Symphony Orchestra
Console and Keyboard
Continental Revue
Crime Clinic
Current History
Curtain Time
Development of Music
Elder Michaux Congregation
Epic of America
Fabien Sevitsky's Concert Music
Forum Hour
Gabriel Heatter, commentator
German Band
Good Health and Training
Henry Weber's Concert Orchestra
Hi There, Audience
Hobby Lobby
How About It
Indianapolis Symphony Orchestra
Johnson Family
Jazz Nocturne
John Steele, commentator
Leading Football Games
Les Miserables

Let's Visit
Los Angeles Civic Chorus
Louisiana Hayride
Microphone in the Sky
Musical Camera
Musical Cartoons
Music for the School
Music for Today
New Poetry Hour
New World Chamber Music
New York State Racing Association
Northwestern University
On A Sunday Afternoon
Parent's Magazine of the Air
Perole String Quartet
Polo Matches
Portland Junior Symphony
Radio Coloniale
Radio Garden Club
R. Gram Swing, commentator
Recital Hall
Regular International from Europe, Canada and South America
Reviewing Stand
Rutgers Home Economics Bureau
Sinfonietta and Symphonic Strings
Story Book
Studies in Contrast
Theater Digest of the Air
The Right Job
This Wonderful World
Track Meets
Witch's Tale
World Series

☆ NBC—BLUE ☆

Air Breaks
America's Town Meeting of the Air
As I See It
Bishop and the Gargoyle
Blake, Sue
Breakfast Club
Bughouse Rhythm
Call to Youth
Cheerio
Chicago Symphonic Hour
Club Matinee
Coast To Coast On A Bus
Detective Series
Dreams of Long Ago
General Federation of Women's Clubs
Give Us the Funnies
Gun Smoke Law
Have You Heard
Healani Of The South Seas
Honeymooners
Humor in the News
Jamboree
Johnson, Christine
Let's Talk It Over
Mario Cozzi
Men Who Made America
Message of Israel
Metropolitan Opera
Metropolitan Opera Guild
National Congress of Parents and Teachers
National Farm and Home Hour
National Radio Forum
NBC Home Symphony
NBC Music Appreciation Hour
NBC Music Guild
NBC Night Club
NBC Spelling Bee
NBC Symphonic Concerts
Neighbor Nell

Our Barn
Our Neighbors
Radio City Music Hall
Raising Your Parents
Romance of '76
Schallert, Elza, Review
Senator Fishface and Professor Figgsbottle
Small, Mary
Snow, Amanda
Sunday Night Theater
That's Life
There Was A Woman
Winslow, Don, Of the Navy
Whither Music
World Series
Young Hickory

☆ NBC—RED ☆

ABC of NBC
Amateur Sports
American Education Forum
Animal News Club
Answer Me This
Boissevain, Eugene
Bravest of the Brave
Catholic Hour
Chasin Music Series
Claire, Malcolm
Cooke, Alistair
Current Events in Washington
Dan Harding's Wife
Dr. Maddy's Band Lessons
Education in the News
Fashion Show
Forum on Character Building
Flying Time
Footnotes on Headlines
Fun in Music
General Federation of Women's Clubs
Good Morning Melodies
Hale, Florence, Radio Column
How To Open A Shop
It's A Woman's World
Landt Trio
Lights Out
Music And American Youth
Music For Moderns
Not for Ladies
NBC Music Appreciation Hour
NBC Music Guild
NBC Symphony Concerts
Old Traveler's Tales
Our American Schools
Religion in the News
Revell, Nellie, Interviews
Sablon, Jean
Science in the News
Silver Flute
Snow, Amanda
Special Delivery
Streamliners
Turn Back the Clock
Wise Man
Vagabond Adventures
Words and Music
World Series
Women and News
World Is Yours
Your Health

PET PROGRAMS

The following list of "pet programs" has been compiled by RADIO ANNUAL from questionnaires and direct contact. Listings are composed of programs voiced by stations as their most outstanding contributions to their listeners. In many instances, programs listed have been originated from the station, and later adopted by additional outlets nationally. . . .

UNITED STATES

Alabama

WBRC Birmingham
Early Morning Varieties,
G-E Highlights,
The Town Talks,
Three Little Pigs.

WSGN Birmingham
Three Little Pigs.

WMFO Decatur
Inquiring Reporter,
Farm and Home Hour,
Breakfast Club.

WJBY Gadsden
Complete News Coverage.

WBHP Huntsville
Garden of Dreams.

WALA Mobile
The Easy Hour.

WSFA Montgomery
Little Theatre,
Minute Man and Canaries.

WMSD Sheffield
The Hilly Billy Program.

WJRD Tuscaloosa
Blackfriar Radio Players,
Jackie Boy Faire and His Electric Hawaiians,
Breakfast Club,
Musical Clock,
Sunrise Jamboree.

Arizona

KFQD Anchorage
The Ice Worms,
The Children's Birthday Party.

KOY Phoenix
Arizona Sunrise Hour,
Arizona Dude Ranch,
The Dinner Bell.

KUMA Yuma
Listeners' League.

KVOA Tucson
Artists and Models,
Spanish American Program,
Rodeo Broadcast,
Kiddies Parade,
Man on the Street,
Smart Talk.

Arkansas

KFPW Fort Smith
Caravan of Dreams,
Saturday Night Jamboree,
Border Post of the Air,
Curtain Rising Hour,
City Forum.

KTHS Hot Springs
Country Store.

KBTM Jonesboro
Let's Talk It Over,
It Happened This Morning,
Farm Service Program.

KLRA Little Rock
Woman's Magazine of the Air,
Arkansas Booster Club,
Nightowl Frolic,
Early Risers' Club,
Bucklebusters.

KUOA Siloam Springs
Cathedral of the Ozarks,
God's Holy Hour,
News for Breakfast.

KCMC Texarkana
Do You Know?,
What Would You Do?,
Man on the Street,
Circus Broadcasts.

California

KERN Bakersfield
Brain Teasers,
Uncle Mel's Kids Club.

KRE Berkeley
Music of the Masters.

KFWB Hollywood
High Jinks,
Let's Go Hollywood,
Can You Write a Song?,
Take the Air,
Amateur Authors.

KMTR Hollywood
Jimmy and His Saddle Pals,
Corriere Dell'Aria,
20th Century International Newsreel,
California Theatre.

KFOX Long Beach
Jerry Nelson, The Boy Reporter,
Dick Jordan, Soldier of Fortune,
Hal Nichols and His School Kids,
Hal Nichols and His Bad Pennies.

KEHE Los Angeles,
Listen Ladies,
Treasure Hunt,
Musical Clock,
By Candlelight,
Olympic Fights,
House of McGregor,
Pauline's Party.

KFAC Los Angeles
Country Church of Hollywood,
Bullock's Whoa Bill Program,
Weaver of Dreams,
Doctors Courageous,
Concert Hall.

KFVD Los Angeles
Editor of the Air,
Starlight Revue,
Man on the Street,
Poetry Club.

KHJ Los Angeles
Presenting David Broekman,
Calling All Cars,
Reunion of the States,
Help Thy Neighbor.

KNX Los Angeles
Your Witness,
White Fires,
Hollywood Melody Shop,
On the Air,
What Would You Have Done?,
Hollywood Barn Dance,
Art of Conversation,
The Newlyweds.

KRKD Los Angeles
Gateway to Professional Hall of Fame,
Squirrelsque Revue.

KYOS Merced
Search for Talent,
Drama Club,
Spelling Bee.

KDON Monterey
Wake Up and Listen,
For the Ladies.

KLS Oakland
Hobby Club,
Swing Spotlight,
Ghost Stories,
Kiddies' Revue.

KPPC Pasadena
Church Services.

KVCV Redding
Breakfast Club,
Night Hawk Request Program,
Musical Hall of Fame,
Children's Hour,
Morning Devotion Hour.

KFBK Sacramento
Midday-Merry-Go-Round,
Meditations.

KROY Sacramento
Talent Scout,
Home Economics,
Fun Fest.

KFXM San Bernardino
Sidewalk Reporter,
San Bernardino on Parade,
Answer Man.

KFSD San Diego
Sun-Up News,
Melodie Indiog,
Window Wonderland,
Spelling Bee.

KGB San Diego
Sycamore Street,
House of Treasure,
Good News,
Man o' the House.

KFRC San Francisco
Feminine Fancies,
Morning Merrymakers,
Phantom Pilot.

KGGC San Francisco
Jewish Art Hour,

Radio Stock Company,
Bill, Mack and Jimmie.

KJBS San Francisco
Alarm Klock Klub,
Owl Program,
Magic Hour of Finest Music,
To the Ladies.

KSFO San Francisco
Idylls of the King,
San Francisco Souvenir,
Smoke Rings,
Toast of the Town,
When Twilight Comes.

KYA San Francisco
Treasure Hunt,
Kismet,
Sunset Land,
Chez Rudolph,
The Sportsman,
Masters of Melody.
Through the Years.

KQW San Jose
Walks and Talks with the Masters of Music,
Safety Lane.

KDB Santa Barbara
Padre Choristers.

KTKC Visalia
Search for Talent.

KHUB Watsonville
Sunday Symphony,
Wheelchair Melodies,
Sportopics.

Colorado

KVOR Colorado Springs
Spirit of the Pioneers.

KFEL Denver
Memos of Meandering Mike,
Goodfellow Club Radio Auctions.

KLZ Denver
Children's Hour,
Campus Revue,
Know Your Schools,
Answer Man,
Gas Hospitality House,
Three B's,
Inquiring Reporter,
Voice of the News.

KOA Denver
Light on the West.
Supreme Serenaders,
Golden Melodies.

KVOD Denver
The Judge Tells His Story,
Famous Fires of History.

KOKO La Junta
Weekly Birthday Party,
Home Folks Frolics.

Connecticut

WICC Bridgeport
The First Offender,
Faculty Chamber Music,
N. H. Symphony Orchestra,
Bridgeport Symphony Orchestra,
Yale Band Series.

WDRC Hartford
Behind the Eightball,
The Woman's Program,
The Young Folks' Program.

WTHT Hartford
Hartford Speaks,
Remotes of City Life,
Hartford Symphony Orchestra.

WTIC Hartford
Morning Watch,
Wrightville Clarion,
Connecticut Safety Commission.

WNLC New London
Brockie's Radio Club.

WATR Waterbury
Have You a Job?

District of Columbia

WJSV Washington
Elder Solomon Lightfoot Michaux,
Science Service,
Sun Dial.

WMAL Washington
PDS Presents,
The Nightwatchman,
Music As You Desire It,
Army Band,
Navy Band,
Marine Band,
You're Next.

WOL Washington
Musical Clock.

WRC Washington
Mary Mason and the WRC Home Forum,
Your Timekeeper,
Dodge American Beauty Revue.

Florida

WJAX Jacksonville
Florida Fishing,
Talk of the Town.

WIOD Miami
The Word Man,
Vagabond Mike.
WQAM Miami
Shadows and Sunbeams.
WCOA Pensacola
Professor Tripp.
WFOY St. Augustine
Lullabye Time,
Questions and Answers,
Theatre Program,
Alligator Farm,
Queer Quirks.
WSUN St. Petersburg
Talk of the Town,
I. Q. Program,
Hazel and Rhythm Rogues.
WDAE Tampa
Dancing Party,
Sparks Theatre's Organ Revue,
Musical Mail Man.

Georgia

WGPC Albany
Town Topics,
Royal Crown Studio Party Jamboree.
Musical Clock.
WAGA Atlanta
Ann Page Suggests.
WATL Atlanta
Dancing 'Till Dawn,
Around the Clock with the Good-Morning Man,
Mid-day Merry-Go-Round,
Old Bill,
Slants on Life with Ralph Carroll,
Griffeth Mandolin and Guitar Orchestra.
WMAZ Macon
Riddle Man.
WRGA Rome
McBrayer's Quartette,
Radio Revival,
Rhodes Trio.
WAYX Waycross
Funsters' Club.

Idaho

KIDO Boise
Jack and Jill Kiddies' Club,
Baird's Big Eight.
KID Idaho Falls
Early Bird Program.
KFXD Nampa
Early Bird.
KTFI Twin Falls
Harry Musgrave Hour,
High School Day,
True Stories of Real Scouts.

Illinois

WCAZ Carthage
Toby's Cockeyed News.
WDWS Champaign
Down by Emil's,
Man About the Campus.
WAAF Chicago
Red Hot and Low Down,
Breakfast Express,
Symphonic Hour,
Foolish Questions,
The Hoosier Philosopher.
WBBM Chicago
Poetic Melodies,
Manhattan Mother.
WCBD Chicago
Dr. Joe Rudolph in Pianoland.
WCFL Chicago
Melody Hour,
Make Believe Nite Club,
Man on the Street.
WEDC Chicago
Old Village Band,
The Helping Hand.
WJJD Chicago
Parade of the Immortals,
Bureau of Missing Persons,
Courthouse Reporter,
Complete Story Hour,
Suppertime Frolic,
Sports Edition.
WLS Chicago
Little Brown Church of the Air,
WLS National Barn Dance.
WTMV East St. Louis
Wake Up and Live,
Let's Go to Town,
Rose Room Melodies,
Sport Shots.
WEBQ Harrisburg
Friday Night Hayloft Hi-Jinks,
Eddie Wise's Radio Night Club,
Tuesday Night Amateur Show.
WMBD Peoria
Juvenile Theatre,
Town Crier,
Farm News,
Brain Teasers.

WTAD Quincy
Farm and Neighborhood Program,
Cy and Freckles,
Homemakers' Program,
Storyland Lady.
WROK Rockford
Couple on the Street,
Rock River Barn Dance,
Heart of the Motorist,
Affairs of Mrs. Swenson,
Little Theatre of the Air,
Kiddies' Club,
Amateur Hour.
WHBF Rock Island
News from the Mississippi Valley,
Liars' Club,
Juvenile Theatre.
WCBS Springfield
Junior Radio Stars,
Buyers' Guide,
Farm Bulletin Service Hour.
WTAX Springfield
Sidewalks of Springfield.
WDZ Tuscola
Woman on the Train,
Farmer on His Farm,
Singing Weatherman.
WILL Urbana
Classroom Broadcasts,
Concert Band,
Parent-Teacher Forum,
Rural Life Review.

Indiana

WTRC Elkhart
Salute to Elkhart,
Saturday Night Hillybilly Jamboree,
Inquiring Reporter,
Gospel Sunshine Hour.
WEOA Evansville
City Court.
WGBF Evansville
Variety Show.
WGL Fort Wayne
Vocational Guidance,
Women in the News.
WOWO Fort Wayne
Modern Home Forum,
Morning Round-up,
Hey, Mr. Motorist,
Tri-State Annual Spelling Bee,
Annual State Basketball Tourney.
WFBM Indianapolis
Early Birds,
Tea Time Tunes,
Children's Hour,
Scholarship Hour,
Hoosier Farm Circle.
WIRE Indianapolis
The Master Mind,
The City of Tomorrow,
Police Court,
Indianapolis Music Appreciation Hour,
Employment Clinic,
Indiana Farm Hour,
Man on the Street.
WLBC Muncie
Hymn Time,
Man at the Hotel,
The Old Ranger.
WGRC New Albany
Question Box,
Club Cosmo,
Traffic School of the Air,
Harry and Irene,
Western Ramblers,
Jo Ann and Doris June,
Gertie and Elmer,
Fay Entertains,
Hymn Time,
Kentucky Home Hour,
Communion of the Air,
Hurdy Gurdy Man,
Liberal Twins.
WFAM South Bend
Crimecasts,
Man on the Street,
Dan Dunn,
Blue Streaks,
Stock Company of the Air.
WBOW Terre Haute
Farm Folks,
Masked Varieties,
Inquiring Reporter.
WBAA West Lafayette
Can You Pronounce It?
Just Kids,
You and Your Child.

Iowa

WMT Cedar Rapids
Cedar Valley Hillbillies,

German Band,
Tangled Tunes.

WOC Davenport
German Band.

KSO Des Moines
Inquiring Microphone,
Swing Is the Thing.

WHO Des Moines
Sunset Corners Frolic,
The Air Is Yours,
Corn Belt Farm Hour,
Coffee Pot Inn.

KFJB Marshalltown
Kitchen Forum,
Home Forum,
Everyday Religion.

KGLO Mason City
Farmer Bill,
The City Club Cadets,
Man on the Street,
The Mailbag,
Martha Hood's Kitchen,
Junior Music Hall.

KFNF Shenandoah
Grab Bag Program,
Punkin Valley,
Farm Seed Program,
Pentecostal Singers.

KMA Shenandoah
Country School,
Farm Belt Barn Dance,
Earl May's Daily Visits.

Kansas

KFBI Abilene
Hammond Harmonies,
Lullaby Lady,
Radio Work Shop,
Frank and Dusty.

KGGF Coffeyville
Musical Clock,
Hollywood on Parade,
The Home Hour.
The Sunshine Kiddies.

KGNO Dodge City
Prairie Schooner,
Home Makers' Exchange.

KIUL Garden City
Harmony Twins,
Mack at the Keyboard,
KIUL Shindig,
Originalities,
KIUL Rangers,
Twilight Serenade,
Pearl of the Purple Sage,
Piano Impressions,
Dotts Trio.

KCKN Kansas City
Noon Hour Clock,
Quizzer Court,
Miss Mack,
Classroom Whispers.

KOAM Pittsburg
Musical Horoscope.

KSAL Salina
Barn Dance Frolic,
Jamboree.

WIBW Topeka
Alarm Clock Club,
Kansas Round-Up,
Crime Patrol.

KFH Wichita
Girls' Minstrels,
The Lukins Family,
The Sky Riders Orchestra,
Chamber of Commerce Salute to Kansas Cities,
Council of Churches,
City Teachers' Association Program.

Kentucky

WCMI Ashland
Twilight Reveries,
Smile Club,
Good Morning Neighbor.

WLAP Lexington
Man on the Street.

WAVE Louisville
On the Street,
High School Highlights,
Surprise Party,
Jewel Box.

Louisiana

KALB Alexandria
Man on the Street.

WJBO Baton Rouge
Spelling Bee,
Riverside Rambles,
L.S.U. Vesper Service,
L.S.U. Symphony.

KPLC Lake Charles
The Lady Next Door.

KMLB Monroe
Ward's Cowhands.

WWL New Orleans
Just Home Folks,
Buster Brown,

Deep South,
Cap'n McBride,
Hillcrest Travelogue.

KRMD Shreveport
Musical Alarm Clock,
Four Square Bible Class.

Maine

WABI Bangor
Public Speaking Class.

Maryland

WCAO Baltimore
Morning Musical Clock.

WCBM Baltimore
The Public Speaks,
The Radio Rostrum,
Timely Topics.

WFBR Baltimore
Inquiring Reporter,
Let Yourself Go,
Varsity Club.

WTBO Cumberland
Weaver of Melodies,
Man About Town,
Brother Dan.

Massachusetts

WAAB Boston
Marriage Clinic,
Metcalf's Choir Loft,
Singing Strings,
Dr. Lewis Looks at Food,
Ruth Moss Merry-Go-Round.

WBZ and WBZA Boston
Swing Serenade,
Little Variety Show,
Rakov and His Music Rhythm,
Tony Russell, Baritone,
Edward Gamage, Tenor.

WCOP Boston
Radio Orchestral Hall,
Voice of the Community,
Marjorie Shafto's Magic Kitchen.

WEEI Boston
Weather Service,
The Boston Hour.

WMEX Boston
Light Opera Company
Request Serenade,
Dance Parade,
Cowboy Caravan,
Francine Fashion Parade of Song.

WNAC Boston
Casey at the Mike,
Spotlight Revue,
Sweet Music,
Man on the Street.

WORL Boston
Contract Bridge,
Georgia May — The Yodeling Cowgirl.

WSAR Fall River
Melody Memory Contest.

WLAW Lawrence
Auditions of the Air.

WLLH Lowell
Man in the Street.

WNBH New Bedford
New Bedford Speaks,
Hollywood Highlights,
Sunday Morning Jamboree,
Spelling Bee,
Tomorrow's Headlines,
Harriman Says.

WMAS Springfield
Springfield, Your City.

WSPR Springfield
Children's Program,
College Series,
Chamber of Commerce Series,
Cooking Forum.

WTAG Worcester
Morning Parade,
Top o' the Mornin',
Noon Day Revue,
Evening Revue,
Sketch Book.

Michigan

WELL Battle Creek
Aunt Martha and Mary.

WHDF Calumet
Farm Program.

WJBK Detroit
Children's Hour,
Foreign Hour.

WJR Detroit
News Comes to Life,
The Hermit.

WMBC Detroit
Happy Hour Club,
Melody Matinee,
Dr. Frederick B. Fisher,
Polish Hour,
We Play 'em, You Guess 'em.

WWJ Detroit
Causes of Crime,
Voices,
Kottler Conducts,
House Party,
Radio Extra,
March of Youth,
Souvenirs.
WXYZ Detroit
The Green Hornet,
The Factfinder,
Ann Worth, Housewife,
Happiness House,
Day in Review,
WFDF Flint
Blues Chasers.
WOOD-WASH Grand Rapids
Men on the Street,
High School Football on Parade,
Community Sing.
WJMS Ironwood
Tony's Eye-Opener,
Musical Miniatures,
Junior College of the Air,
Saturday Night at Home.
WJIM Lansing
Kiddies' Jamboree,
Uncle Howdy,
Lansing Housewife.

Minnesota

KATE Alberta Lea
The Merry Makers,
Along Broadway,
Our Neighbor Program,
Home Appreciation Hour.
KDAL Duluth
Catch the Announcer,
Crime Club,
Alibi Airings,
Sunday Church Broadcast.
WTCN Minneapolis
The Funny Paper Lady,
Lights and Shadows.
WCCO Minneapolis-St. Paul
Sportmen's Special,
Barnyard Follies,
Vagabond Strings.
WCAL Northfield
Divine Service.
KROC Rochester
Kiddies' Fun Club,
Farm Frolics,
Sally the Shopper,
Community of Neighbor Towns,
Sunday Evening Concert Hour,
Rochester Symphony,
Rochester Chick Day.
KSTP St. Paul
Umbrella Court,
The Daily Messenger,
The Good Morning Hour,
Twilight Time,
Mr. Editor.
WMIN St. Paul
Morning Varieties,
Hearth and Home,
Music Hall,
Here Comes the Band,
Talking Things Over,
Woman's Outlook.

Mississippi

WHEF Jackson and Koskiusko
Birthday Parade.
WJDX Jackson
The Rebel Chorus.

Missouri

KFRU Columbia
Country Edition,
Missouri Farm and Home Hour,
Maurine of Merritt Crest,
Unhitchin' Time,
Thursday Night Club,
America in Action.
KWOS Jefferson City
Alarm Clock Program,
Man on the Street,
Miles Away,
Schnitzelbankers.
WMBH Joplin
Man on the Street,
Radio Soap Box,
Radio Scrap Book,
Kiddies' Revue,
Magic Kitchen,
Pet Lovers' Program,
Kiddies' Birthday Party,
Quality Hour of Music.
KCMO Kansas City
Judge Stetson's Night Court,
In the Valley of the Moon,
Detective Mysteries.
KMBC Kansas City
Good Morning,
Happy Kitchen,
Texas Rangers,

Across the Breakfast Table,
Brush Creek Follies,
Happy Hollow,
Phenomenon.

WHB Kansas City
The Cook Tenor,
Northside Municipal Court,
Kansas City Kiddies' Revue,
Musical Clock,
Staff Frolic.

KFEQ St. Joseph
Apple Crick.

KFUO St. Louis
The Lutheran Hour.

KMOX St. Louis
The Land We Live In,
Evening Serenade,
Front Page Patrol.

KWK St. Louis
Mrs. O'Brien's Boarding House,
Showboat Goldenrod,
Siesta,
String Nocturne,
Charley Stookey.

WEW St. Louis
Mother's Health Class,
Stock Exchange Reports.

WIL St. Louis
Today's Winners,
Mr. Fixt.

KGBX Springfield
Kitchen Cabinet

KWTO Springfield
Crown Community Sing,
Love Thy Neighbor,
Macaroni Mac.

Montana

KFBB Great Falls
Hank and Honey,
The Roving Hillbilly.

KPFA Helena
Hammond Electrical Organ.

KGVO Missoula
Barn Dance,
Play of the Week.

Nebraska

KGFW Kearney
Children's Birthday Club.

KFAB Lincoln
Man on the Street.

KFOR Lincoln
Following the Huskers with Link Lyman.
Little Chapel of Faith.

WJAG Norfolk
Radio Family,
Voice of the Street.

KGNF North Platte
Vesper Reveries,
The Swappers.

KOIL Omaha
The Vagabond Dreamer,
Around Omaha,
Musical Clock.

WOW Omaha
The Big City Broadcast,
The Northern Naturals,
Man on the Street.

Nevada

KOH Reno
Curb Exchange.

New Hampshire

WLNH Laconia
Saturday Morning Children's Caravan,
12-Year-Old Hillbilly,
Homespun Songs,
Morning Devotions.

WFEA Manchester, N. H.
Children's Magic Hour,
Cowboy Carnival,
Ken Mackenzie,
What's the Name of That Song,
Know Your P's and Q's,
State Symphony Orchestra.

WHEB Portsmouth
Anniversary Hour,
Old Baker Bill,
The Radio Pulpit.

New Jersey

WAAT Jersey City
Stardust,
Request Club,
Uncle Jonathan.

WBRB Red Bank
Dream Peddler,
Home Philosopher,
Green Room Group,
Happiness Village,
Hometown Forum.

WAWZ Zarephath
Bishop Alma White.

New Mexico

KGGM Albuquerque
Women's Club of the Air,
Death Stalks the Highway.

KOB Albuquerque
Spanish School and Theatre of the Air.

KLAH Carlsbad
Cavern Hour.

KICA Clovis
Eastern New Mexico-West Texas Frolic.

KAWM Gallup
Housekeepers Club,
Welcome Stranger.

KRQA Sante Fe
Villeros Allegros.

KGFL Roswell
Bread and Milk Club,
The Listeners' Club.

New York

WOKO Albany
Quik Quiz.

WMBO Auburn
The Kigler.

WNBF Binghamton
Married Life,
The Grey Riders,
Sara Burbank, Home Economist.

WCNW Brooklyn
Texas Baker and His Texas Ramblers,
Sunday Morning Negro Achievement Hour,
Saturday Afternoon Kiddie Revue.

WLTH Brooklyn
Jewish Court of Arbitration,
Jewish Amateur Hour,
Jewish Man-on-the-Street Broadcast.

WMBQ Brooklyn
German-American School of the Air.

WBEN Buffalo
Your Host is Buffalo.

WCAD Canton
Cranium Crackers.

WESG Elmira
Day Dreams,
Cornell Radio Guild.

WGBB Freeport
Ma Haggerty's Boys,
The Pied Pipers.

WJTN Jamestown
Dear Ladies.

WGNY Newburgh
Song Contest,
Movieland Revue,
Vassar Broadcasts.

WBIL New York
Public Service Forum,
Symphonic Moods,
Great Americans.

WBNX New York
Jewish Women's Hour,
Hymn Book,
Organology,
Charlie Brock's Kaffee Klatch,
Bohemian Hour,
German Radio Hour.

WEVD New York
University of the Air,
Forward Hour.

WFAB New York
The Jewish Philosopher,
The Mirror of Life.

WHN New York
Original Amateur Hour,
Broadway Melody,
Movie Club,
For Men Only.

WINS New York
Musical Clock,
Treasure Hunt,
Song Contest,
Inquiring Microphone,
Mr. and Mrs. Reader,
Globetrotter,
Noon-Day Frolic,
Memory's Concert Hall,
Curious Careers.

WMCA New York
Good Will Hour,
Five Star Final,
Grandstand and Bandstand,
Nat Brusiloff Presents,
Midnight Star Dust,
Harlem Amateur Hour,
Cathedral of the Underworld,
Zeke Manners Gang,
Every Woman's Hour,
Three Little Funsters,
Amateur Hour,
The Editor Speaks.

WNEW New York
Make Believe Ballroom,

Sunday Swing Show,
Milkman's Matinee,
Joymakers,
King Arthur's Court,
Little Things in Life,
City Club Forum,
Celebrity Hour,
Hymn Sing.

WNYC New York
Master Work Hour,
We the Swing,
Missing Persons' Claims,
WPA Symphony Concerts.

WOV New York
Music in Many Moods,
Tango Cabaret,
Album of Love,
Meditations,
Sinfonietta,
The Ivory Tower,
La Rosa Macaroni.

WQXR New York
Quality Music Hour,
Concert Hour,
Can It Be Done?,
Just Music,
Gateway to Opera,
String Classics,
Salon Strings.

WHDL Olean
Helsby's Comment,
St. Bonaventure News Reel,
Radio Guild Productions,
Sprechen Sie Deutsch?,
Poetry and Pauses,
Of Books and Men,
Music for You,
From Soup to Nuts,
How Did It Start?,
The Story of Music.

WMFF Plattsburg
Lake Placid Hockey Games.

WHAM Rochester
Rochester Philharmonic,
N. Y. State Trouper Dramas,
Eastman School Symphony,
Old Timers,
Rochester Civic Orchestra.

WHEC Rochester
Drama of History of Rochester.

WGY Schenectady
Half Past Eleven,
Name Your Number,
Modern Melodies,
Hi Boys and Their Radio Rangers,
Serenade in the Night,
Dreamin' Time.

WSYR Syracuse
Man on the Street,
Timekeeper Program.

WHAZ Troy
The Rensselaer Review.

WFAS White Plains
All-County Sports Roundups,
Air Theatre,
Loft Radio Party,
Kiddie League,
Home Decoration,
Your Health,
German Radio Hour,
Lions Club Luncheons.

WWRL Woodside
German Radio Revue,
Werner's Orchestra,
Eugene Endry's Hungarian Theatre of the Air,
Erin's Melodies.

WIBX Utica
Don't Let Your Accident Happen,
Radio Revels of 1938,
Mohawk Valley Trails,
Civic Band of Utica,
Statewide Choral Competition.

North Carolina

WBT Charlotte
The Rebel Yell,
The Big Apple,
His Majesty, the Baby,
The Briarhopper Boys,
Dixie Mammoth Minstrels,
Parade of Life,
Duke Melodiers.

WSOC Charlotte
Music by Norris,
Old Wayside,
Seven-up Safety Club,
Biltmore Story Book Lady.

WDNC Durham
Melody Magic,
Harmony Road,
Hymn Singing Time.

WBIG Greensboro
The Walk of Life,
You're Welcome,
Our Neighbors,
From the College Campus.

WFTC Kinston
The Sacred Singer,
Dixie Yodeler.
WPTF Raleigh
Deep River Chorus,
Southland Echoes.
WEED Rocky Mount
Carolina Planters.
WMFD Wilmington
Barn Dance,
Opportunity Program,
Rest Hour.
WGTM Wilson
Weekly News Review,
Evening Reveries.
WAIR Winston-Salem
Community Sing,
Quizzer,
Charles Keaton, Organist.
WSJS Winston-Salem
Mountain William Revue,
The Kiddies' Party,
Moods in Song.

North Dakota

KDLR Devils Lake
Amateur Show and Barn Dance,
Children's Birthday Train,
Brownies Variety.
WDAY Fargo
Ken's Kiddies' Klub,
Rudy Sten's Sleepy Valley Cowboys,
Tex and Tony,
Man on the Street,
Memory Lane.
KRMD Jamestown
Country Frolic,
Good Morning Neighbor,
Storybook Lady,
Hillbilly Jamboree.
WGCU Mandan
Barn Dance,
You and Your State.
KLPM Minot
Everybody's Hour.
KMPC Beverly Hills
Symphony of the Stars,
Announcers' Grab Bag,
Immortals of Science,
Trip Through Radioland.
KHSL Chico
Devotional Hour,
Uncle Bob and His Funnies,
Stars of Tomorrow,
The Old Philosopher,
Travel Studies,
Schoolmen of Northern California,
Education Marches On,
Our Poet's Corner,
The Book Shelf,
Personal Problem Court,
Words About Words,
The Book Man,
Homemakers Chit Chat.

Ohio

WADC Akron
Main Street Opinions.
WJW Akron
Parade of Progress,
Trading Post.
WICA Ashtabula
Pianology.
WCKY Cincinnati
Household Hour,
For Women Only,
Look Streamlined Revue,
News for Executives,
Songs for Everyone.
WCPO Cincinnati
Six to Niners.
WCLE Cleveland
Listen Awhile,
Neighbors,
Don't Look Now,
Golden Girls,
Black on White,
Girl Meets Boy,
West and Matey,
Tony Cabooch.
WGAR Cleveland
Your Town,
Sidney Andorn's Cleveland Gossip Column,
Wings Over Jordan,
Streamline Revue,
Cleveland Safe Driving Series.
WHK Cleveland
Songland,
Melodic Whispers,
Job Opportunities,
Today's Tribute,
Camera Forum,
New Names,
Safety First,
Tony's Revue,

Quiz Bee,
Cleveland Bar Association.

WTAM Cleveland
Northern Lights,
Violin in the Night,
Health and Home,
Cobwebs and Cadenzas,
The Gay Nineties,
Tom Manning's Sports Review,
Lee Gordon's Hit Parade.

WBNS Columbus
Start the Day Right,
Ezra Martin and His Folks from Pleasant Valley,
Round Robin Review.

WCOL Columbus
Inquiring Reporter,
Kay's Amateur Hour.

WHKC Columbus
The Spectator,
The Hobnobbers,
Trouble Shooters,
Abram Ruvinsky Orchestra,
Death Rides the Road,
Happy Larry.

WHIO Dayton
Dayton Philharmonic,
Almanac,
Spelling Bee,
House Party,
Women Make the News,
Pop Dayton Community Program,
Farm Review of the Week.

WSMK Dayton
Man on the Street,
Try and Stump Us.

WBLY Lima
Chief Black Hawk and His Tribe,
Girls from the West,
Little Herman's Band,
Big 4 Quartette,
Barn Dance,
Street Cryer.

WPAY Portsmouth
Pot of Gold,
Man on the Square.

WSPD Toledo
Brush Creek Folks,
Sidewalk Interviews,
Saturday Smile Club.

WALR Zanesville
School Programs,
Saturday Night Jamboree.

Oklahoma

KADA Ada
String Trio,
Mixed Quartet and Chorus,
Man in Bus Terminal.

KCRC Enid
Civic Club Broadcasts,
Home Cooking School.

WNAD Norman
Sooner Show,
Your Music,
Storytelling Hour,
Recess Time,
Dramas of the Air.

KOMA Oklahoma City
This Woman's World,
Do You Want a Job?
The Islanders,
Turning the Leaves,
Musical Clock,
The Oklahomans,
In the Future with Biff Baker.
Safety Lane,
Man on the Street.

KTOK Oklahoma City
The Dixie Belles,
Professor Garfinkle,
Theatre Guild Sketches.

WKY Oklahoma City
Patent Pending,
Six Keyboards,
The Arkansawyers,
Afro-America Speaks.

KHBG Okmulgee
Kiddies' Revue.

KGFF Shawnee
Lloyd and Thelma,
Abner Pinfeathers.

KTUL Tulsa
Gately's Southern Syncopated Minstrels,
Parade of Progress,
Tabloid of the Air,
Old Frougie,
Lessons in Swing.

Oregon

KAST Astoria
Tunes and Topics,
Early Birds.

KOOS Marshfield
Blues Chaser and Sleepy.

KALE Portland
Memory Timekeeper.
KEX Portland
Homicide Squad,
Covered Wagon Days,
Everybody Sing,
Night Watchman.
KGW Portland
Posey Playlets,
Stars of Tomorrow,
Fireside Hour,
Curbstone Quiz,
Tommy Luke Presents,
Lone Star Troubadour.
KOIN Portland
Portland Junior Symphony.
KWJJ Portland
Voice of American Women.
KRNR Roseburg
Melody Lane,
Man on the Street.

Pennsylvania

WFBG Altoona
The Blatchford Birthday Greeters,
Poet's Organ Program.
WLEU Erie
Man on the Street.
WIBG Glenside
Abington High School Assembly,
Beaver College Programs,
Piano Symphonic,
Uncle Jim.
WHP Harrisburg
Ten Years Ago Today,
Ye Olde Spelling Bee,
Melodies at Eventide,
Mary Nickolas Sings & Swings,
Dan Gregory's Musical Caravan,
The Diplomat Swing-out,
Howard Gale's Sophisticated Syncopations.
WKBO Harrisburg
Man on the Street,
Radio Round-a-Bouter,
Uncle Perry's Kiddie Club,
Sunday Evening Revue,
Walter Kirker, Exercises.
KYW Philadelphia
Music for Moderns,
The Top Hatters.
WCAU Philadelphia
Household Program,
Dramas of Science,
Powers Gouraud,
Larry Vincent.
WDAS Philadelphia
Merry-Go-Round,
Hits of the Day,
Column of the Air,
Friendly Sing.
WFIL Philadelphia
Demi-Heure,
Let's Pop the Question,
My Job,
WFIL Salutes,
Quakertown Echoes.
WHAT Philadelphia
Dorothy Dix Dramas.
WIP Philadelphia
Parade of Events,
Dress Rehearsal,
Eight in a Hayloft,
Wonderclock Plays,
Homemakers Club,
Minstrel Show,
Piano Wizard.
WPEN Philadelphia
Bond Bread Program.
KDKA Pittsburgh
Strollers Matinee,
Under Western Skies,
Pittsburgh Varieties.
KQV Pittsburgh
Your Opinion,
Blues Chasers,
Club Vilella,
College News & Views,
Melody News Parade,
Follow the Ball.
WCAE Pittsburgh
A Night at the Inn,
Romance Backstage,
Sophisticated Ladies,
Carnegie Tech Student Symphony,
The Saxomaniacs.
WJAS Pittsburgh
Amateur Hour,
Furtown Follies,
Independent Limited,
Italian Echoes.
WWSW Pittsburgh
Professor Yes 'n' No.
WKOK Sunbury
Cameo Coal Quiz.

WGBI Scranton
Quik Quiz.
WMBS Uniontown
Amateur Hour,
Spelling Bee,
Let Up and Listen.
WBAX Wilkes-Barre
Do You Want to be an Announcer?
WRAK Williamsport
The Nine O'Clockers,
The Woman's Hour,
Hillbilly Hour.

Rhode Island

WJAR Providence
Brevities.

South Carolina

WAIM Anderson
A Salute to Textile People,
Name Your Song,
Sausage Serenade,
Spell Your Name.
WIS Columbia
School of the Air,
The Town Theater Presents,
Facts for Farmers,
Smith Sisters,
The Job Clinic,
Mickey Mouse Kiddie Klub.
WFBC Greenville
Everybody's Invited,
History in the Making,
Gentlemen Be Seated,
Studio Audience on the Air,
Do You Know?,
Guess Time,
Know Your Neighbor,
Crazy Quilt.
WSPA Spartanburg
Sunday Morning Chimes.

South Dakota

KABR Aberdeen
Children's Theater of the Air.
KFDY Brookings
Soil Science,
Farm Rhymes,
4-H Club Program.
KGFX Pierre
Hospital Reports.
KOBH Rapid City
Man in the Lobby,
Salutes to Black Hills Cities,
Salutes to Black Hills Industries,
Do or Don't Program,
KOBH Players,
Job Clinic,
Poems for Sale.
WCAT Rapid City
South Dakota Poetry,
Betty Stucker & Her Violin,
Science News of the Week.
KSOO-KELO Sioux Falls
Umbrella Court,
Fashion Bouquet,
Turkey Show,
Egyptian Varieties.
WNAX Yankton
Barn Dance.

Tennessee

WOPI Bristol
Matinee,
Jamboree.
WAPO Chattanooga
Breakfast Club,
Man on the Street,
Kiddies Program.
WDOD Chattanooga
Noonday Frolic.
WTJS Jackson
Three Star Revue,
Lambuth College Dramatic Club,
Minstrels of the Air,
Range Riders.
WNOX Knoxville
Mid-day-Merry-Go-Round,
Amateur Program,
Tea Time Melodies,
Monday Nite Mugwumps,
Paul Allison's Scrapbook.
WROL Knoxville
U. of T. Football Games.
WHBQ Memphis
Open House Party,
Sportlights,
Ask Me Another,
Ye Olde Song Shoppe.
WMPS Memphis
Kaestionnite,
Amateur Nite on Beale Street,
Pep Unlimited with Paul Hodges.
WLAC Nashville
Community Sing,
Man on the Street,
Airport Broadcasts,
State Penitentiary Convicts' Interviews.
WSM Nashville
Grand Old Opry,
Magnolia Blossoms.

Texas

KRBC Abilene
University of the Air.
KGNC Amarillo
Nights on the Press.
KNOW Austin
Vita Gold Gang,
Seven Days of the Forty Acres,
Playhouse of the Air,
Meet the Lady,
Through My Study Window,
Night Club of the Air,
Between the Lines.
KFDM Beaumont
Spelling Bee,
Kiddies' Show,
Texas Wonders,
Roundtowners,
Junior Amateur Show.
KNEL Brady
The Three Williamsons
KGFI Brownsville
Saturday Night Barn Dance.
WTAW College Station
Texas Farm and Home Program.
KAND Corsicana
City Forum.
KRLD Dallas
Crime Reporter,
Singing Convention of the Air.
WFAA Dallas
Pepper-Uppers.
KTSM El Paso
Safety Legion,
Voice of Today.
KTAT Fort Worth
Adventures of the Karrot Kids,
Flying Americans,
Crossroads Counselor.
WBAP Fort Worth
Helen Home Skit,
Chuck Wagon Gang,
Burrus Dough Boys,
Bob Calen & Art Acers Team.
KTRH Houston
Vox Pop.
KRLH Midland
Clippings Program.
KPDN Pampa
Memories of Yesterday and Today,
Sons of the Saddle.
KPLT Paris
Old Scrap Book,
Inquiring Reporter,
Studio Gang,
Cooking School,
Birthday Club.
KIUN Pecos
Good Gulf Gang.
KONO San Antonio
International Goodwill Program,
KONO Sampler,
Swinging with Fielder,
Hollywood Gossip.
KTSA San Antonio
Old Heidelberg Students,
Home Town Editor,
Of Interest to Women,
The Boy Reporter.
WOAI San Antonio
Texas Treasures,
Girl Reporter,
Rhumba Kings.
KRRV Sherman
Singing Convention of the Air,
Happy Go Lucky Cowboys,
Wake Up and Live.
KTEM Temple
The Czech Melody Hour,
Man on the Street,
Surprise Party,
Kiddies' Matinee,
The Blue Jackets.
WACO Waco
Theater Party.
KRGV Weslaco, Tex.
Daily Birthday Party,
Daily Latin-American Program,
Daily Morning Devotional.

Utah

KSUB Cedar City
Zion Trails.
KDYL Salt Lake City
Gems of Melody,
Song Cavalcade,
Kangaroo-Club,
Wanted—A Job,
Coffee Cup Capers,
Theater Spelling Bee,
Harriet Page Heart Talks.
KSL Salt Lake City
Tabernacle Choir and Organ.

Vermont

WCAX Burlington
Saturday Night Hillbilly Program.

WNBX Springfield
High School Dance,
Cupid in Person,
Singing Baker.
WDEV Waterbury
Daily Birthday Party,
Woman's Hour.

Virginia

WCHV Charlottesville
U. of V. Programs.
WBTM Danville
Amati Concert Trio,
Southern Concert Ensemble,
Three Spirits of Rhythm,
Theater of the Air.
WSVA Harrisonburg
Rural Rhythm,
Saturday Morning Moods,
Make Believe Ballroom,
Your School Parade.
WLVA Lynchburg
Marbles Tournament.
WTAR Norfolk
Musical Calendar,
Mrs. Sandman and Jimmy,
Tips on the Shop Market,
Radio Luncheon Club.
WMBG Richmond
If I Had My Way,
Joe Brown Kiddies,
Opportunity Night.
WRTD Richmond
Do You Want a Job?,
The Rooster Crows,
Capitol Barn Dance.
WRVA Richmond
Corn Cob Pipe Club,
Telephone Reporter,
Sally Sothern's Ship O' Dreams,
Cross Roads Symphony.
WDBJ Roanoke
The Studio Sing,
The Little Concert,
On Wings of Song.

Washington

KXRO Aberdeen
Here and There,
The Old Timer,
Doodlebug,
Man on the Street.
KRKO Everett
Stars of Tomorrow,
Vagabond Studio,
Scandinavian Dans.
KWSC Pullman
Concert Hall of the Air,
The Globe Turns,
School Hour.
KEEN Seattle
Christian Men's Business Committee.
KIRO Seattle
The Wanderer.
KOL Seattle
Sunday Evening Playhouse.
KRSC Seattle
Frederick & Nelson Concert Hour,
Symphony Hall.
KHQ Spokane
Old Time Party,
Romance of Achievement,
The Scene Changes.
KVI Tacoma
Mystic Melodies,
Four Esquires,
Women's Page.
KUJ Walla Walla
Braden Bell Entertainers.
KPQ Wenatchee
Woman's World,
The Sunshine Special.

West Virginia

WCHS Charleston
Old Farm Hour.
WCSC Charleston
Colonel Zeke from Goose Creek.
WMMN Fairmont
What's the Answer?,
Old Fashioned Spelling Bee,
The Old Pardner and His Trading Post.
WSAZ Huntington
Wanna Club,
Players' Guild,
Rainbow Ridge,
Sandy Valley Express,
Golden Keys,
Your Birthday Party,
Ann Livingston, Fashionist,
Madeline Meredith, Nutritionist.
WPAR Parkersburg
Man on the Street,
The Story of Marietta.

WWVA Wheeling
Jamboree,
It's Wheeling Steel.

Wisconsin

WHBY Green Bay
Rhineland Band,
Farmhands,
W.P.A. Concert Orchestra.
WTAQ Green Bay
Man on the Street,
Farmhands,
City Band Concerts,
Coffee Hour.
WCLO Janesville
Pay Day,
Gazette-WCLO Swim Campaign.
WKBH La Crosse
Kiddy Club,
Man on the Street.
WOMT Manitowoc
The Air Exchange,
Fact Finder Editorial Comment,
Man on the Street,
The Salesman Speaks.
WEMP Milwaukee
Canary Serenade,
Man on the Street,
Musical Newsreel,
Automobile Derby.
WISN Milwaukee
Down by Herman's,
20 Fingers of Sweetness.
WTMJ Milwaukee
Heinie and His Grenadiers,
What's New in Milwaukee?,
Friendship Circle,
Dinner Table of the Air.
WIBU Poynette
Farm Service Department.
WRJN Racine
Bicycle Traffic Court,
Moments of Life,
Friendly Club,
Man on the Street,
Cruising Patrol.

Wyoming

KDFN Casper
Peter Rabbit,
Rambling Reporter Pickup,
Sherriff's Broadcast.
KWYO Sheridan
Monday Night Jamboree.

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Radio Artists

AND THEIR WORK DURING 1937

The stage but echoes back the public voice;
The drama's laws, the drama's patrons give,
For we that live to please, must please to live.
—Samuel Johnson.

Key to Network Affiliation Abbreviations

CBS—Columbia Broadcasting System; CN—Colonial Network; DLN—Don Lee Network; IN—Intercity Network; MBS—Mutual Broadcasting System; MN—Michigan Network; NBC—National Broadcasting Company; TQN—Texas Quality Network; YN—Yankee Network.

— A —

ACE, JANE
Artist—Easy Aces NBC.

ACE, GOODMAN
Artist—Easy Aces NBC.

ADAMS, BILL
Artist—Bambi NBC.

ALEXANDER, A. L.
Artist—True Story Court of Human Relations NBC, Goodwill Court NBC.

ALEY, ALBERT
Artist — Let's Pretend CBS, Sunday Morning at Aunt Susan's CBS, American School of the Air CBS, News of Youth CBS, Let Freedom Ring CBS, Karo Five Star Review CBS, Heinz Magazine of the Air CBS, Columbia Workshop CBS, Billy and Betty NBC, Death Valley Days NBC, Personal Problems WNEW.

ALLEE, ADDIE LOGAN
Artist—WFAA, Dallas. Friendship Corners.

ALLEN, ARTHUR
Artist—Snow Village Sketches NBC.

ALLEN, BARBARA JO
Artist — One Man's Family NBC.

ALLEN, CHARME
Artist—David Harum NBC.

ALLEN, FRED
Artist — Town Hall Tonight NBC.

ALLENBY, PEGGY
Artist—Aunt Jenny's Real Life Stories CBS, Floyd Gibbons Your True Adventures CBS, Big Sister CBS, Columbia Guild CBS, Radio Guild NBC, Road of Life NBC, True Story Hour NBC, Pretty Kitty Kelly CBS, Phyl Coe Mystery Clues MBS, David Harum NBC.

ALLISON, FRANCES
Artist—NBC. Breakfast Club, Club Matinee, NBC Matinee.

ALLMAN, ELVIA
Artist — Packard Mardi Gras NBC, Town Hall Tonight NBC, Jack Benny Program NBC, Phil Baker Program CBS, Eddie Cantor Program CBS, Jack Haley Program NBC, Good News of 1938 NBC, Newlyweds CBS, Lux Radio Theater CBS, Kraft Music Hall NBC.

ALLMAN, LEONORE LOUISE
Artist—WXYZ, Detroit. Green Hornet MRN, Lone Ranger MBS-MRN, Ann Worth MRN, Five Minute Dramas, Nu-Nuts Program.

AMECHE, DON
Artist—The Chase & Sanborn Program NBC.

AMECHE, JIM
Artist—Grand Hotel NBC.

ANDREE, EDITH
Artist—Junior G Men WOR, Drama Club WHN, St. Anthony Hour WHN, Myr und Gerda WWRL, German Housewife's Hour WWRL, Children's Hour WWRL.

ARNALL, CURTIS
Artist—Pepper Young's Family NBC, Dreams of Long Ago NBC.

ARNOLD, GENE
Artist—NBC. NBC Minstrels, Way Down Home, Gene Arnold and the Ranch Boys, Gene Arnold and the Cadets, National Barn Dance Guest, Fitch Romances NBC.

ARTHUR, DOUGLAS
Artist — WNEW, New York. Yawn Patrol, Pigskin on Parade, King Arthur's Court.

ASH, KENNETH DONALD
Artist—WFBL, Syracuse.

ASTAIRE, FRED
Artist—Packard Hour NBC.

AUSTIN, JOHN LEE
Artist—Burns and Allen CBS, Irvin S. Cobb and His Paducah Plantation NBC, Ken Murray Show CBS, Scattergood Baines CBS, Modern Girls Romance KEHE, Twin Stars Program NBC.

AUSTIN, WILLIAM C. P.
Artist—Frank Watanabe and the Professor NBC-MBS-DLN, The Taming of the Shrew CBS, Jack Oakie College CBS.

— B —

BACLANOVA, OLGA
Artist—Olga Baclanova Continental Revue MBS.

BAKER, GENE
Artist — KIRO, Seattle. The Wanderer.

BAKER, KENNY
Artist—Jello Show NBC.

BAKER, PHIL
Artist — Good Gulf Program CBS.

BARNEY, MARION STEVENSON
Artist—Pepper Young's Family NBC, True Story Court of Human Relations NBC, Welch Grape Juice Presents Irene Rich NBC, Tales of the Opera NBC, Radio Guild NBC.

BARRETT, PAT
Artist—National Barn Dance NBC, Uncle Ezra's Radio NBC.

BARRETT, SHEILA
Artist—Gruen Watch Program NBC.

BARRIE, WENDIE
Artist—Jack Haley's Log Cabin NBC.

BARRY, NORMAN
Artist—NBC. Sach's Amateur Hour, NBC Promenade.

BARRYMORE, ETHEL
Artist—Famous Actor's Guild NBC.

BARTON, ARLENE
Artist—Grand Hotel NBC.

BASCH, FRANKIE
Artist — WMCA, New York. Gangplanks, General Mills Roving Reporter, Street Forums, Vanishing New Yorkers, Success Stories.

BAUGHMAN, ELMER C.
Artist — Pinex Post Office WLW, Life of Mary Sothern WLW, Mennen Program WLW, Kentucky Sales & Service Program CKY, Tums Program WLW.

BAXTER, BEE
Artist—KSTP, St. Paul. The Household Forum, The Woman's Side of the News, In the Looking Glass.

BEHMILLER, HELEN ANN
Artist—NBC. Young Hickory,

Feathers for Luck, Girl Alone, Guiding Light, Vic and Sade, The Story of Mary Marlin, American Medical Association, Doctor Dollar, Way Down Home, Zenith Foundation, There Was a Woman, Lights Out.

BELCHER, JERRY
Artist—Interesting Neighbors NBC.

BELL, JOSEPH
Artist—Uncle Jim's Question Bee NBC.

BENELL, JULIE
Artist — Stella Dallas WEAF-WJR.

BENNY, JACK
Artist — The Jello Program Starring Jack Benny NBC.

BENTLEY, SPENCER
Artist—Betty and Bob CBS, Personal Column of the Air NBC, Hope Aldon's Romance MBS, American School of the Air CBS, The Doctor's Wife MBS.

BERG, GERTRUDE
Artist—The Goldbergs NBC.

BERGEN, EDGAR
Artist—The Chase & Sanborn Program NBC.

BERRY, JAMES G.
Artist—KFWB, Hollywood.

BLACKBURN, ARLINE
Artist—The O'Neills NBC.

BLANC, MEL JEROME
Artist — Joe Penner Program CBS, Packard Hour NBC, Al Jolson Program CBS, Singtime MBS.

BLOCK, MARTIN
Artist—Make-Believe Ballroom WNEW, Krueger Musical Toast NBC.

BLOCK, VIVIAN ANNETTEE
Artist—Wilderness Road CBS, We the People NBC, Aunt Jenny's Real Life Stories CBS, Emily Post CBS, Sunday Morning at Aunt Susan's CBS, The Rise of the Goldbergs NBC, Bible Show CBS, Columbia Workshop CBS, Let's Pretend CBS, Girl Scouts of America CBS.

BLONDELL, RICHARD
Artist — Story Teller's House WOR, Sunday Morning at Aunt Susan's Guest CBS.

BOULTON, MILO
Artist — John's Other Wife NBC.

BOWES, MAJOR EDWARD
Artist — Capitol Family CBS, Amateur Hour CBS.

BRADLEY, JOE
Artist — NBC. The Ranch Boys, Tom Mix Straight Shooters, Fibber McGee and Molly, Gene Arnold and the Ranch Boys.

BRENEMAN, TOM
Artist—CBS. Western Home, Good Afternoon Neighbors, Grandpa Morgan, My Secret Ambition, Hollywood in Person.

BRICKERT, CARLETON
Artist—Lum and Abner NBC, The Story of Mary Marlin NBC, A Tale of Today NBC, Dr. Dollar NBC.

BROADLAY, EDWARD
Artist — CBS Shakespearean Cycle CBS, Hollywood Playhouse NBC, Lux Radio Theater CBS.

BRODERICK, HELEN
Artist—1937 Edition of Twin Stars CBS.

BROOKS, RICHARD
Artist — The Listener Speaks WOR.

BROWN, JOHN
Artist—Lorenzo Jones NBC.

BROWN, ROBERT V.
Artist—NBC. Breakfast Club.

BROWN, WILLIAM H.
Artist — Movie Man WMT, Easy Iowa Songfest WMT, Iowa Speaks WMT and KRNT.

BUCHWALD, CHARLOTTE
Artist—Playgoer WMCA.

BUCKLEY, FLOYD
Artist — Popeye The Sailor CBS.

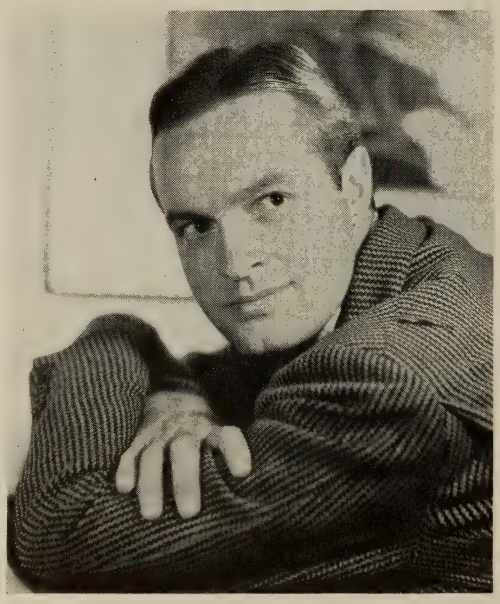
BUNCE, ALAN
Artist — John's Other Wife NBC, David Harum NBC, Hello Peggy NBC.

BURBANK, SARA
Artist — WNBF, Binghamton, N. Y. Home Economist.

BURCH, JACK
Artist — Jack Burch Show MBS.

BURKE, BRIAN
Artist — Silverwood Short Story Playhouse KECA, Calling All Cars KHJ and KNX, Hair Raisers NBC, The Marines Tell It To You KHJ, Science vs. Crime, The Check Against Crime.

BURLESON, ROBERT
Artist — Your Witness CBS, Hollywood in Person CBS and CRS, Calling All Cars KNX and KHJ, Reunion of the States KHJ, Interviews KFVD, Nick Harris Detective Stories



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KFI, Rackets of Today KFI and KECA, Lady of Millions, Kay White Series, Safety Council Program, Jerry of the Circus, Frontier Fighters, Paroled, Lucky Victims.

BURNS, BOB
Artist—The Kraft Music Hall NBC.

BURNS, GEORGE
Artist—Burns and Allen with Ray Noble's Orchestra NBC-CBS.

BURR, HENRY
Artist—National Barn Dance NBC.

BUTTERWORTH, CHARLES
Artist—Hollywood Mardi Gras NBC.

BUTTERWORTH, WALLACE
Artist—Vox Pop NBC.

— C —

CAINE, BETTY
Artist — The Story of Mary Marlin NBC, Young Hickory NBC, Painted Rock NBC, First Nighter NBC, Molly of Movies MBS, Betty and Bob CBS, Modern Cinderella CBS, The Girl in a Million WBBM, Houseboat Hannah WBBM, Bachelor's Children MBS, Painted Dreams MBS, Farm and Home Hour NBC, Lights Out NBC, Tale of Today NBC, Travels of Mary Ward, Other People's Money WBBM, Hymns of All Churches NBC, Vic and Sade NBC, Get Thin To Music MBS, Mortimer Gooch CBS, It Can Be Done WLS, The Old Judge WLS, Titans of Science WGN, There Was a Woman NBC, Piccadilly Music Hall, Zenith Foundation NBC, American Medical Association Program NBC, American Dental Review.

CAMPBELL, KAY FRANCES
Artist — Lucky Girl MBS, Bachelor's Children MBS, Mar-Vo-Kurl Program WMAQ, The Romance of Helen Trent CBS, How I Met My Husband WLS, Man About Town WGN, Curtain Time MBS, Mollie of the Movies MBS.

CANTOR, CHARLES
Artist — Kitchen Cavalcade NBC.

CANTOR, EDDIE
Artist—Texaco Town CBS.

CAREY, EDWARD MacDONALD
Artist — NBC. First Nighter, Young Hickory, Painted Rock, There Was a Woman, Lights Out, Dr. Dollar, Dan Harding's Wife, American Medical Association Program, Public Hero Number One, Grand Hotel, Piccadilly Music Hall, Little Orphan Annie, Behind Camera Lines, Molly of the Movies, Household Finance Program, Betty and Bob.

CARLOW, FRANCES
Artist—Today's Children NBC, Kitty Keene NBC.

CAROL, ELSIE
Artist—WCAU, Philadelphia, WCAU Women's Club of the Air Programs.

CARSON, SHORTY
Artist — NBC, The Ranch Boys, Tom Mix Straight Shooters, Fibber McGee and Molly, Gene Arnold and the Ranch Boys.

CECIL, MARY
Artist — John's Other Wife NBC.

CHANCE, ALFRED A.
Artist—WXYZ, Detroit. Narrator, Poetry Reader.

CHAPMAN, BRUCE
Artist — The Answer Man WOR.

CHASE, NANCY
Artist — WDRC, Hartford, Conn. Woman's Program.

CHATTON, SYD
Artist—Feminine Fancies Guest KFRC, Stars on Parade NBC, Packard Hour Guest NBC, Hollywood Melody Shop CBS.

CHEFE, JACK
Artist — KFWB, Hollywood. Amateur Authors.

CLAIRE, HELEN
Artist — Death Valley Days NBC.

CLAIRE, MALCOLM
Artist—NBC. Spareribs.

CLARK, CLIFF
Artist—Gilmore Circus NBC.

CLARK, SYLVIA
Artist—NBC. NBC Jamboree, Piccadilly Music Hall, Farm and Home Hour, Fibber McGee and Molly, Thank You Stusia.

CLARK, VIRGINIA
Artist—The Romance of Helen Trent CBS.

COLE, ALONZO DEAN
Artist — The Witch's Tale MBS.

COLLINS, ALLAN FREDERICK
Artist — WOWO-WGL, Fort Wayne, Hollyhock Lane, Curtain Time, Zero Time, Detective Mysteries.

COLLINS, TED
Artist—Bandwagon CBS, Kate Smith Hour CBS.

COLVIG, PINTO
Artist — Gilmore Circus NBC, Mickey Mouse Theater NBC.

COMSTOCK, WM. (Tizzie Lish)
Artist—Watch the Fun Go By CBS, Tizzie Lish.

CONN, HARRY
Artist—Earaches of 1937 CBS.

COOGAN, JACKIE
Artist—Log Cabin Dude Ranch NBC.

COOK, JOE
Artist—The Shell Show NBC.

COOL, GOMER
Artist—KMBC, Kansas City, Mo. Box K Ranch Boys, G. E. Gossip Club.

CORNWELL, BLAINE
Artist—KVOO, Tulsa. Swing Session, Headlines of the Past, Look Out It's a Racket, Sunday Afternoon Social.

CORRELL, CHARLES J.
Artist—Amos 'n' Andy NBC.

COWAN, ROY
Artist — WFAA, Dallas. The Pepper Uppers.

COX, JAMES E.
Artist—KFAB-KFOR, Lincoln. The Jangles, Babs and Betty, KFAB 1936.

CRAIG, RENA
Artist — Professional Parade WJZ, Your Unseen Friend CBS, Junior G Men WOR, Ave Maria Hour WMCA, St. Anthony's Hour WHN, Parent's Magazine Program WOR, Phenomenon-Electrifying History WBS, Movie Club WHN.

CREIGHTON, SALLEY
Artist — Lux Radio Theater CBS, Your Hollywood Parade NBC, Welch Grape Juice Presents Irene Rich NBC, Amos 'n' Andy NBC, Olsen and Johnson NBC, Reunion of the States CBS, Drums MBS, Calling All Cars CBS.

CROSBY, BING
Artist—The Kraft Music Hall NBC.

CROWLEY, MATT
Artist — The Road of Life NBC.

CULBERTSON, JUNIA
Artist — WCAU, Philadelphia. Encores of Yesterday, Cosmopolitans.

CURTIN, JOE
Artist—Second Husband NBC.

— D —

DAFOE, DR. ALLAN ROY
Artist—Lysol Program CBS.

DAMEREL, DONNA CELESTE
Artist—Myrt and Marge CBS, On Broadway Guest NBC.

DAVIDSON, EDWARD H.
Artist—Don Winslow of the Navy NBC, Public Hero No. One NBC, Forest Rangers NBC, Mollie of the Movies MBS, Tom Mix Straight Shooters NBC, NBC Golf Clinic WENR, The Story of Mary Marlin NBC, Betty and Bob CBS, Arnold Grimm's Daughter CBS, Today's Children NBC, It Can Be Done NBC, Kitty Keene, Inc. NBC, Dan Harding's Wife NBC.

DAWSON, NICK
Artist — Follow the Moon NBC-CBS.

DAY, MARGARET BRYCE
Artist—The Neighbors KGER, The Cat's Claw KGER, The Hallroom Girls KFVD.

DE CORDOBA, PEDRO
Artist — Lux Radio Theater CBS, Silver Theater CBS, Shakespeare Series NBC.

DE HAVEN, J. ROBERT
Artist — Brains of Bright Hope.

DELLA CHIESA, VIVIAN
Artist—NBC, Commonwealth Edison Co. Program.

DeMILLE, CECIL
Artist — Lux Radio Theater CBS.

DE SYLVARA, BEATRICE
Artist—How to Be Charming NBC.

DEVINE, ANDY
Artist — The Jello Program Starring Jack Benny NBC.

DONNELLY, ANDY
Artist—Second Husband NBC, Dick Tracy NBC, Mrs. Wiggs of the Cabbage Patch NBC.

DONNELLY, JIMMY
Artist — The O'Neills NBC, Second Husband CBS.

DONNELLY, TOMMY
Artist — Young Widder Jones MBS.

DORLAND, NAN
Artist — Floyd Gibbons Your True Adventures CBS, On Broadway NBC, Gun Smoke Law NBC, Aunt Jenny's Real Life Stories CBS, Palmolive Beauty Box Theater CBS, Personal Column of the Air NBC, Rippling Rhythm Revue NBC, Philip Morris Programs NBC,

Your Unseen Friend NBC, Road of Life NBC, Pretty Kitty Kelly CBS, Pepper Young's Family NBC.

DOUGALL, TOM
Artist — WXYZ, Detroit. Lone Ranger MBS-MRN, Green Hornet MRN.

DRAKE, ROBERT
Artist — The Jackson Family WHAS.

DRIFTMIER, LEANNA
Artist — KFNF, Shenandoah, Iowa. Home Economics.

DUDLEY, BIDE
Artist—Theater Club of the Air WOR.

DU MOND, JOE
Artist—NBC. Josh Higgins of Finchville.

DUNLAP, PATRICIA
Artist — Bachelor's Children CBS-MBS, Lucky Girl MBS, We Are Four MBS, The Romance of Helen Trent CBS.

DUNN, ERWARD (EDDIE) WESLEY
Artist—The Light Crust Doughboys TQN, Early Birds WFAA, Pepper Cadets WFAA.

DUNCAN, MARY
Artist—Grand Hotel NBC.

DUNN, VIOLET
Artist—The O'Neills NBC.

DUPRE, HENRY PHILLIPS
Artist — WWL, New Orleans. Souvenirs.

— E —

EARLE, EMILY
Artist — Town Hall Tonight Guest NBC, Barnstormers Guest WOR, Musical Camera Guest MBS, Norman Brokenshire's Variety Show Guest MBS.

EBERHARDT, JOHN WILLIAM
Artist—KFBI, Abilene.

EDWARDS, BUDDY
Artist—S. and W. Junior News Parade NBC, True Tales of Buried Treasures MBS-DIN, Calling All Cars CBS, Pepper Young's Family NBC, Shakespearean Series NBC, Tim and Terry KFAC, The Adventures of Sonny and Buddy KFSD, KHJ, DLN, Highlights of Life KHJ, DLN, Thrills NBC.

EDWARDS, EDDIE
Artist — KMBC, Kansas City, Mo. Happy Hollow CBS, The Magazine of the Air, Adventures of Clyde Beatty, Happy Kitchen, Across the Breakfast Table, Joanne Taylor Fashion Flashes, The Travels of Mary Ward, All in Fun.

EDWARDS, GUS
Artist—Gus Edwards' School Days CBS.

EINSTEIN, "PARKYAKARKUS" HARRY
Artist — Lifebuoy Program CBS.

ELDER, RICHARD LEON
Artist — Miniature Playhouse KMTR, Funfare KFAC.

ELLEN, MINETTA
Artist — One Man's Family NBC.

ELLIOTT, LORNA MILLER
Artist — Gang Busters CBS, Palmolive Beauty Box Theater CBS, Ripley's Believe It or Not Program NBC, Shell Chateau NBC, Sealtest Party NBC, Lux Radio Theater CBS, Big Sister CBS, Second Husband CBS, NBC Guild.

ELLIS, CAROLINE CROCKETT
Artist—Travels of Mary Ward KMBC, Good Morning.

ELLSTROM, SIDNEY CHARLES
Artist—NBC. It Can Be Done, First Nighter, Today's Children, The Guiding Light, Dan Harding's Wife, NBC Jamboree, Tom Mix Straight Shooters, Girl Alone, Public Hero No. One, Fibber McGee and Molly, Lights Out, Zenith Foundation.

ELMAN, DAVE
Artist — Hobby Lobby CBS-MBS.

ELMORE VINCENT (Senator Fishface) LLOYD
Artist — NBC. Senator Fishface and Professor Figgsbottle.

ELSTNER, ANN
Artist—Stella Dallas WEAF-WJR.

ERICK, ROLF
Artist — Royal Gelatin Hour Guest NBC, Men in White NBC, Girl Interne NBC, Our Gal Sunday CBS, Lorenzo Jones NBC, American School of the Air CBS, Columbia Workshop CBS, Kate Smith Hour CBS, Floyd Gibbons' Program, Ripley's Believe It or Not Program NBC.

ERSKINE, MARILYN
Artist—Young Widder Jones MBS.

ERWIN, STUART
Artist—Camel Caravan CBS.

EVANS, CECILIA
Artist — Radio Playhouse WNYC, Al Barrie's Mellydrammers WNEW.



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Gang Busters
Workshop
Paul Whiteman
Consolidated Edison
Fred Allen
True Story
Easy Aces

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— F —

FAIRFAX, BEATRICE
Artist — Beatrice Fairfax Show MBS.

FARNUM, WILLARD P.
Artist — NBC. Flying Time, Tale of Today, Lights Out, Dan Harding's Wife, Your Health, Young Hickory, Voice of Carelessness, It Can Be Done, There Was A Woman, Way Down Home, Forest Rangers, Ends of the Earth, Girl Alone, Zenith Foundation, The Story of Mary Marlin, Grand Hotel, Today's Children, Vic and Sade, Morning Greetings.

FARRAR, DOROTHY GERTRUDE
Artist — Lady of Millions KNX, Your Los Angeles KFWB, Listener's Digest CBS, Silver Theater CBS, Amos 'n' Andy NBC, Dr. Christian CBS, Vick's Open House CBS.

FENNELLY, PARKER
Artist—Snow Village Sketches NBC.

FIELDS, ARTHUR
Artist—Fields and Hall NBC.

FIELDS, W. C.
Artist — The Chase & Sanborn Program NBC.

FILLBRANDT, LAURETTE
Artist — NBC. Tale of Today, Young Hickory, Dan Harding's Wife, Linde Fairchild, Back Home, American Medical Association Program, Public Hero.

FIRDELL, VIVIAN
Artist—Backstage Wife NBC.

FISCHER, HELEN
Artist — KFNF, Shenandoah, Iowa. Garden and Flowers.

FITZ, KATHLEEN
Artist — John's Other Wife NBC.

FLICK, PATSY
Artist—Camel Caravan CBS.

FLYNN, BERNARDINE
Artist — NBC. Vic and Sade, RCA Magic Key Program Guest.

FLYNN, CHARLES
Artist — We Are Four MBS. Tomahawk Trail WBBM, Curtain Time MBS.

FORBES, MURRAY
Artist — NBC. Grand Hotel, The Story of Mary Marlin, Girl Alone, Nickelodeon, Lights Out, Ma Perkins, Young Hickory, Rival Dog Food Program, Tom Mix Straight Shooters, Farm and Home Hour.

FORD, WHITEY
Artist — WLW, Cincinnati. KWK Greater Minstrels.

FOX, TEMPLETON
Artist — NBC. The Story of Mary Marlin, Young Hickory, There Was A Woman, Lights Out, Dan Harding's Wife, Tom Mix Straight Shooters, Zenith Foundation.

FRAMER, MRS. WALTER
Artist — Hollywood Show Shopper KDKA-WWSW.

FRANCO, CLAIRE
Artist — KFAC Los Angeles. The Showmen of Hollywood.

FRANK, CARL DOUGLAS
Artist — Aunt Jenny's Real Life Stories CBS, Big Sister CBS, The Shadow MBS, How To Get the Most Out of Life CBS, Charles Martin's Thrills, Gangbusters CBS, Palmolive Beauty Box Theater of the Air CBS, School of the Air CBS, Betty and Bob CBS, Ripley's Believe It or Not NBC.

FREEMAN, FLORENCE
Artist—Young Widder Jones MBS.

FROST, ALICE
Artist — Big Sister CBS, On Broadway NBC, Town Hall Tonight NBC, Philip Morris Program NBC, The Shadow MBS, Grand Central Station NBC, The Minute Men NBC.

FUGIT, MERRILL WEIR JR.
Artist — NBC. Kaltenmeyer's Kindergarten, Dan Harding's Wife.

FULLEHR, BARBARA
Artist — NBC. American Medical Association Program, Back Home, Painted Rock.

— G —

GAIL, JERRIE (MISS)
Artist — Lux Radio Theater CBS, Kraft Music Hall NBC, One Man's Family NBC, Nash Show CBS, Jack Oakie College CBS, Hawaiian Moon CBS, Amos 'n' Andy NBC, Hollywood Playhouse NBC, Big Town CBS, Packard Show NBC, Hollywood In Person CBS, Welch Grape Juice Presents Irene Rich NBC, Ry-Krisp Presents Marion Talley NBC, Jimmy Fidler NBC, Love For A Day, Lady of Millions.

GAMMILL, NORMEN
Artist — Sunny Valley KFWB, Album of Life, The Lady of the Acacia Tree KFWB, Elmer Goes To Hollywood KNX, Knights of the Road KFWB.

GANTER, EUGENE
Artist — WIBX Utica.

GARDE, BETTY
Artist — Mrs. Wiggs of the Cabbage Patch NBC, Mr. Keen Tracer of Missing Persons NBC, Lorenzo Jones NBC.

GASCH, MARIE M.
Artist — MBS. Beatrice Fairfax.

GAY, BEVERLY
Artist — Big City Parade WLS, Gordoni Radio Party WSBC.

GAYNE, HOMER
Artist — Chase and Sanborn Program NBC.

GERSON, BETTY LOU
Artist — NBC. Grand Hotel, Tale of Today, The Story of Mary Marlin, Flying Time, Don Winslow of the Navy, Lights Out, Nickelodeon, NBC Jamboree, There Was A Woman, Zenith Foundation.

GIAMO, ANTOINETTE
Artist—KFAC Los Angeles.

GIBBONS, FLOYD
Artist — Adventures with Floyd Gibbons CBS, Speedshow CBS.

GIBSON, JOHN
Artist — Lux Radio Theater CBS, Hollywood Playhouse NBC, Scattergood Baines CBS, Fibber McGee and Mollie NBC, Jack Benny Program NBC, Ken Murray Program CBS, First Nighter NBC, Gilmore Circus NBC, Al Jolson Program CBS.

GILBERT, JANICE
Artist — The O'Neills NBC, John's Other Wife NBC, Second Husband NBC.

GILES, MIRANDY
Artist — Silver Sudz Soap Program KFAC-KFOX, Gilmore Circus NBC, Hollywood Barn Dance KNX, Joe Penner Program Guest CBS, Grape Nuts Program Guest NBC.

GILMAN, LUCY
Artist — Today's Children NBC.

GILMAN, PAGE
Artist — One Man's Family NBC.

GODFREY, ARTHUR MORTON
Artist — Sun Dial WJSV, Moon Dial WJSV, Professor Quiz CBS.

GOFF, NORRIS
Artist—Lum and Abner NBC.

GORDON, DOROTHY
Artist — CBS Children's Corner, American School of the Air.

GORDON, RICHARD
Artist — Pepper Young's Family NBC, Rising Musical Stars NBC.

GORDONI, LILLIAN
Artist—Big City Parade WLS, Gordoni Radio Party WSBC, Book Shelf Spotlite WGN.

GOSDEN, FREEMAN F.
Artist—Amos 'n' Andy NBC.

GOTHAM, VIRGINIA
Artist — WMCA New York. Grandstand and Bandstand.

GOULD, MITZI
Artist — Mrs. Wiggs of the Cabbage Patch NBC.

GOURAUD, POWERS
Artist — WCAU Philadelphia. Dramatic Critic. Yellow Cab Co. Program.

GRAHAM, SHEILA
Artist—Vanity Fair NBC.

GRAINGER, SHARON
Artist — NBC. Young Hickory, Don Winslow of the Navy.

GREEN, EDDIE
Artist—Maxwell House Showboat NBC, The Royal Gelatin Hour NBC.

GRIFFIN, ROBERT E.
Artist — NBC. The Story of Mary Marlin, Today's Children, It Can Be Done, Public Hero No. One, There Was A Woman, Lights Out, NBC Jamboree, Tom Mix Straight Shooters, Dan Harding's Wife, Tale of Today.

GRIFFIN, KEN
Artist—Backstage Wife NBC, Kitty Keene NBC.

GRIFFITH, LESTER LEE
Artist — NBC. Court of Kitchen Relations.

GUEST, EDGAR A.
Artist — It Can Be Done NBC.

GUILBERT, ROBERT MARSHALL
Artist — NBC. Don Winslow of the Navy, Girl Alone, Lights Out, Grand Hotel, American Medical Association Program, Young Hickory, Chicago Motor Club Program, 200 Meters and Down, Frank Wattanabe and the Professor.

Rival Dog Food Program, There Was A Woman, Vic and Sade, Forest Rangers, Welch Grape Juice Presents Irene Rich, Public Hero, Vocational Service Program.

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HALE, FRANC
Artist—Second Husband CBS.

HALEY, JACK
Artist — Jack Haley's Log Cabin NBC.

HALEY, PAT
Artist — Dot and Pat Program KDKA-NBC, Hub Credit & Clothing Co. Program KDKA, S. H. De Roy, Jeweler Program KQV, Haller Baking Co. Program WJAS.

HALL, CLIFF
Artist — Raleigh and Kool Cigarettes Program NBC.

HALL, FRED
Artist—Fields and Hall NBC.

HAMMERSTEIN, TED
Artist — Hammerstein's Music Hall CBS.

HAMILL, EVA MAYO
Artist — KRLD Dallas. Party Plans of the Air, Lovely Lady, The Cruise Reporter, Castles In the Air.

HAMILTON, JOHN
Artist — Alias Jimmy Valentine WHN.

HAMMER, SAM
Artist—How About It WOR, Your Invention WMCA.

HAMMERSTEIN, TED
Artist — Hammerstein Music Hall of the Air CBS.

HANNAN, MARJORIE
Artist — Bachelor's Children MBS-CBS, We Are Four MBS, Ma Perkins WMAQ-WLS-NBC, The Story of Mary Marlin NBC, Curtain Time MBS.

HARPER, EARL
Artist — Street Interviews WNEW, Quiz Quest and Spelling Bee WNEW, Steinie Bottle Show Guest NBC, The Microphone in the Sky MBS, Earl Harper's Paramount Party WNEW.

HARRIS, ARLENE
Artist — Watch the Fun Go By CBS, Human Chatterbox.

HARRIS, PHIL
Artist—Jello Show NBC.

HARRIS, RADIE
Artist — MGM Movie Club WHN, Stage and Screen Star Interview MBS.

HARTMAN, CLARENCE LAFAYETTE
Artist — KMBC Kansas City, Mo. Joanne Taylor's Fashion Flashes, Happy Hollow CBS, Life on Red Horse Ranch.

HATHAWAY, JOY
Artist—Stella Dallas WEAF-WJR.

HATTON, RAYMOND
Artist—Camel Caravan CBS.

HAWKINS, DONALD V.
Artist—KTSP St. Paul.

HAWTHORNE, BEN
Artist—G. Fox & Co. Program WTIC, Thursday Matinee CBS, Ben Hawthorne In Studio Five CBS.

HAYASHI, RAYMOND TOKUTARO
Artist — WXYZ Detroit. The Green Hornet MRN.

HAYES, HELEN
Artist—Bambi NBC.

HAYS, HARVEY
Artist — The Story of Mary Marlin NBC, A Tale of Today NBC, Words and Music NBC.

HAYWORTH, HERB (HAPPY)
Artist—WOWO Fort Wayne. WOWO Farm Hour, Bursley Co. Program.

HAZZARD, EDITH
Artist — KWKH Shreveport. Aunt Elizabeth, the Story Lady, The Times Family.

HEARN, SAM
Artist — Jello Program NBC, Maxwell House Showboat NBC, Ben Bernie Program Guest NBC.

HEATH, HY
Artist — KWKH Shreveport. Grits and Gravy.

HEATTER, GABRIEL
Artist—We, the People, NBC.

HECKLE, MARGARET
Artist—Across the Breakfast Table KMBC-WBBM.

HEDGE, RAY
Artist—CBS. Myrt and Marge.

HEDLUND, GUY
Artist — WTIC Hartford. The Guy Hedlund Co. Program, The Spotlight.

HEID, GEORGE
Artist — Haller Baking Co. Program WJAS, Westinghouse Dealers Program KDKA, S. H. De Roy Jewelry Co. Program WJAC, Man-In-The-Street Interviewer KQV, Strollers' Matinee NBC.



IREENE WICKER

The Kellogg Singing Lady

Musically Yours,

JACK MEAKIN

(Dr. John Bunker Meakin)

"Bughouse Rhythm"

HELD, JOHN JR.
Artist—Varsity Show NBC.
HEMUS, PERCY
Artist — Tom Mix Straight Shooters NBC.
HENDRICKS, MARCELLA LOUISE
Artist—WMBD Peoria.
HERSHOLT, JEAN
Artist—Dr. Christian CBS.
HERRIOT, ELINOR
Artist — Professor Kaltenmeyer's Kindergarten NBC.
HICKMAN, CARL G.
Artist — KSTP St. Paul. Clown Court, The Household Forum, Knights of Note.
HILL, ALICE B.
Artist — Back Stage Wife NBC, Painted Dreams WGN, We Are Four MBS, Curtain Time MBS, Jenny Peabody Dramatic Sketch CBS, On To Adventure WBBM, Friendly Neighbor WGN.
HITZ, ELSIE
Artist — Follow the Moon NBC-CBS.
HODGE, ALBERT JR.
Artist — WXYZ, Detroit. Green Hornet MRN.
HOFFA, PORTLAND
Artist — Town Hall Tonight NBC.
HOLDEN, JACK HAVILAND
Artist — Morning Devotions WLS, Tom Mix Straight Shooters NBC, Old Painter WMAQ, National Barn Dance NBC, Keystone Party WLS, Murphy Jamboree WLS.
HOLLAND, FRENCH HERSCHEL
Artist—KFBI Abilene.
HOOBYAR, LUTHER
Artist — Barnes-Sels Floto Circus Program KFRC-KYA-KOMO-KFWB.
HOPE, BOB
Artist — Rippling Rhythm Revue with Bob Hope NBC, Hollywood Parade CBS.
HORTON, BERT
Artist — NBC. One Man's Family, Hawthorne House, Tales of California, Death Valley Days, Gloria Gale, Sperry Special.
HOWARD, EUNICE
Artist — Pepper Young's Family NBC-MBS, Hello Peggy NBC, The Grummits MBS, Radio Guild NBC. Rexall Drug Program.
HOWARD, TOM
Artist — Sealtest Saturday Night Party NBC.
HOWE, ELEANOR
Artist — Homemaker's Exchange CBS.
HUBBARD, IRENE
Artist—Maxwell House Showboat NBC.
HUBBARD, LULU MAE
Artist—Lorenzo Jones NBC.
HUGHES, ARTHUR
Artist—Just Plain Bill NBC.
HULICK, WILBUR
Artist — Colonel Stoopnagle and Budd NBC, The Minute Men NBC.
HUME, HARRY M.
Artist — WFAA Dallas. Captain Jolly and Crew TQN.
HUMPHREY, HARRY
Artist — Death Valley Days NBC.
HUNTER, HENRY
Artist—Welch Presents Irene Rich NBC.
HUSTED, ELIZABETH JAY
Artist — American Bible Society Program WNEW.
HUTCHINSON, MARY
Artist — Kings Features Program WINS, Drama Club WHN, Red Star Ranger WOR.

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IDELSON, BILLY
Artist — NBC. Vic and Sade, Tom Mix Straight Shooters, Feathers For Luck, RCA Magic Key Program.
IRWIN, JAMES H.
Artist—WXYZ, Detroit. Green Hornet MRN, Michael Axford MRN.
ITO, BETTY
Artist — NBC. Don Winslow of the Navy, Young Hickory.
IVANS, ELAINE
Artist — CBS. Sunday Morning at Aunt Susan's.
IVES, ANICE
Artist — Everywoman's Hour WMCA, Follow the Moon NBC, Paul Whiteman Hour NBC, Rippling Rhythm NBC.

— J —

JAMESON, HOUSE
Artist — Young Widder Jones MBS.
JASTYN, JAY
Artist—Second Husband NBC.
JAVELIER, JEANNE
Artist — Arnold Grimm's Daughter CBS, Guiding Light NBC, Court of Missing Heirs, CBS, Lucky Girl MBS, Houseboat Hannah CBS.
JEFFERIES, JAMES JERRY
Artist — WFAA Dallas. The Pepper Uppers, Pepper Cadets.
JEROME, EDWIN
Artist — Philip Morris Programs NBC-CBS, March of Time CBS, Cavalcade of America CBS, Heinz Magazine of the Air CBS, Big Sister CBS, Aunt Jenny's Real Life Stories CBS, Lorenzo Jones NBC-CBS, Dr. Friendly WHN, The Shadow MBS, Kate Smith Program CBS, On Broadway NBC, Ripley's Believe It or Not Program NBC, American School of the Air CBS, Milestones CBS, Hammerstein Music Hall CBS, Death Valley Days NBC, Columbia Workshop CBS, True Story Court of Human Relations NBC, We The People NBC, Our Gal Sunday CBS, Brown and Williamson Program NBC, The Real Silk Program NBC, Adventures of Captain Diamond NBC, Dick Tracy NBC.
JESSEL, GEORGE ALBERT
Artist — Jessel's Thirty Minutes in Hollywood KHJ, Woodbury Program Guest NBC, Camel Program Guest CBS, Kraft Music Hall Guest NBC, Al Jolson Program Guest CBS, Royal Gelatin Hour Guest NBC.
JOHNSON, BESS
Artist — Hilltop House CBS, Lady Esther CBS and NBC.
JOHNSON, BETH
Artist — Today's Children NBC.
JOHNSON, CHIC
Artist — Richfield Oil Co. Program NBC.
JOHNSON, DON (PROFESSOR FIGGSBOTTLE)
Artist — NBC. Senator Fishface and Professor Figgsbottle.
JOHNSON, EDWARD
Artist — Metropolitan Auditions of the Air NBC.
JOHNSON, PARKS
Artist—Vox Pop NBC.
JOHNSON, RAYMOND EDWARD
Artist—NBC. Young Hickory, Lights Out, Forest Rangers, Grand Hotel, Tale of Today, Guiding Light, Today's Children, Whistles and His Dog, Girl Alone, Welcome Valley, It Can Be Done, My Romance, Jingleers, Q S T, Piccadilly Music Hall, Cinema Theater, Vic and Sade, First Nighter, There Was A Woman, Feathers for Luck, NBC Jamboree, Zenith Foundation, Pat and Hank, Girl Alone, Fitch Romances.
JOHNSTON, DORIAN EUGENE
Artist — Hollywood Hotel CBS, Al Jolson Show CBS, Adventures of Bobby Bundle in the Magic Land of Kaligaroo KFAC.
JOLLEY, I. STANFORD
Artist — Lux Radio Theater CBS, Strange As It Seems MBS, Hollywood Extras on the Air KFI, It Happened Today KMTR.
JOLSON, AL
Artist — Lifebuoy Program CBS.
JONES, DOROTHY RAE
Artist—WFAA, Dallas, Gladiola Flour Program, Waterloo Junction, Employers Casualty Program, Early Birds, Good Old Timers.
JONES, JOHNNY
Artist — Alka-Seltzer National Barn Dance Guest NBC, Wrigley Program Guest.
JONES, RALPH
Artist—KGNF, North Platte, Nebr. Organist.
JORDAN, CORINNE
Artist — KSTP, St. Paul. Auntie Corinne's Little Corner Cupboard.
JORDAN, JAMES E.
Artist — NBC. Fibber McGee and Molly.
JORDAN, MARIAN I.
Artist — NBC. Fibber McGee and Molly.
JOSEPH, ROGER
Artist — Charlie Chan, Calling all Cars CBS-DL, Strange As It Seems CBS, Drums DL, Lady of Millions.
JOSTYN, JAY
Artist — Our Gal Sunday CBS, Second Husband CBS, Life of Mary Sothern CBS, The O'Neils NBC, Lorenzo Jones NBC, Hammerstein Music Hall CBS.

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KAMMAN, BRUCE
Artist — NBC. Charlie on

the Spot Guest, Kaltenmeyer's Kindergarten, National Barn Dance Guest, See Our Stars Guest.

KANE, JOHN JOSEPH
Artist — Pepper Young's Family NBC, Five Star Jones NBC, Gangbusters CBS, John's Other Wife NBC.

KARNEY, BEULAH
Artist — KMBC, Kansas City, Mo. Happy Kitchen.

KEEHN, NEAL
Artist — Across the Breakfast Table KMBC-WBBM.

KEENE, HANK
Artist — WHAS, Louisville-WTIC, Hartford.

KELLY, JAMES
Artist—Mr. Keen Tracer of Lost Persons NBC.

KENYON, DORIS
Artist—Guest Star.

KENYON, EULALEE
Artist—WOWO, Fort Wayne. Polly Pretends, Curtain Time, Zero Hero, True Detective Mysteries, Shoppers Matinee, Musical Clock, Arabesque.

KERMAN, DAVID
Artist — Lux Radio Theater CBS, Welch Presents Irene Rich NBC, Twin Stars NBC, Joe Penner Program CBS, Phil Baker Program CBS, Jack Oakie College CBS, Dr. Christian CBS, First Nighter NBC, Thrills, Calling All Cars MBS.

KIDDER, HUGH
Artist—Drums KHJ, Federal Theater of the Air KFWB-KGFJ - KHJ - KRKD - KGER - KFOX - KFAC - KMPC-KFVD-MBS.

KILPACK, BENNETT
Artist—Mr. Keen, Tracer of Lost Persons NBC, David Harum NBC, Dr. Friendly WHN, Big Sister CBS, Linda's First Love WBS, Believe It Or Not NBC, The Shadow MBS, Grand Central Station NBC, Phyl Coe Mystery Clues WOR, Radio Guild NBC.

KILPATRICK, REID F.
Artist — KEHE, Los Angeles. Man on the Street.

KINGSLEY, MYRA
Artist — The Hecker H-O Program MBS.

KINGSTON, LENORE
Artist—NBC. NBC Jamboree, Girl Alone, Fibber McGee and Molly, Painted Rock, Zenith Foundation, The Story of Mary Marlin.

KINSELLA, WALTER
Artist—Dick Tracy NBC.

KIRKPATRICK, JESS
Artist — WGN, Chicago. Lone Trail Operyhouse.

KNIGHT, RAY
Artist — Ray Knight's Cuckoos MBS.

KOHL, ARTHUR CARMAN
Artist — NBC. The Story of Mary Marlin, First Nighter, Zenith Foundation, Don Winslow, There Was A Woman, Way Back Home, Public Hero No. One, Piccadilly Music Hall, It Can Be Done, Your Health, Girl Alone, NBC Jamboree, Vanity Fair, Young Hickory, The Field Museum Programs.

KOLLMAR, RICHARD
Artist — John's Other Wife NBC.

KRAATZ, DONALD GEORGE
Artist — Betty and Bob CBS, Lights Out NBC, Young Hickory NBC, It Can Be Done NBC, Girl Alone NBC, American Medical Association Program NBC, Stepmother NBC, Feathers for Luck NBC, Vic and Sade NBC, Guiding Light NBC, Zenith Foundation NBC, Back Home NBC.

KRAMER, HARRY
Artist — WNEW, New York. Michael's Department Store Variety Program.

KRAMER, WRIGHT
Artist — The March of Time NBC-CBS, Radio Guild NBC, The O'Neills NBC, Good News of 1938 NBC, CBS Shakespearean Cycle CBS.

KROEGER, BERRY
Artist — Vick's Open House CBS, Cassandra KHJ-KNX, Curtain Calls KFWB, Randalliers KNX.

KRUEGER, ALMA
Artist—Maxwell House Show Boat NBC, Lux Radio Theater CBS.

KRUGMAN, LOUIS
Artist — Columbia Workshop CBS, Rise of the Goldbergs NBC, Wilderness Road CBS, Your Unseen Friend CBS, Philip Morris Program NBC, Brave New World CBS, Five Star Final WMCA, Kings Feature Presents WINS, Junior G Men MBS.

KVALDEN, GRETA
Artist — Pepper Young's Family NBC-MBS, Radio Guild NBC, Land of Whatsit.

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LA BELLE, RUPERT
Artist — Kitty Kenne, Inc. NBC, The Story of Mary Marlin NBC, Lucky Girl MBS, Back Stage Wife MBS, Wife vs. Secretary MBS, Today's Children NBC, Manhattan Mother CBS, Old Time Melodramas CBS, Young Hickory NBC, Lights Out NBC, Don Winslow NBC. Little Orphan Annie NBC, Virginia Lee WLS, Betty and Bob CBS.

LABRIOLA, "OSWALD" TONY
Artist — Campbell Soup Program CBS, Lifebuoy Program CBS, Hollywood Hotel CBS.

LA CURTE, JAMES V.
Artist — Junior G Men of America MBS, Ave Maria Hour WMCA, St. Anthony Hour WHN, Warden Lawes Program NBC, True Story Court of Human Relations NBC, Your Unseen Friend CBS, The Simpson Boys NBC.

LAHR, BERT
Artist — Manhattan Merry-Go-Round NBC.

LATHAM, JOE
Artist—Just Plain Bill NBC.

LA TORRE, CHARLES
Artist — Lux Radio Theater CBS, Gangbusters CBS, Follow the Moon NBC, Welch Grape Juice Presents Irene Rich NBC, Pretty Kitty Kelly CBS, Kate Smith Revue CBS, Bravest of the Brave NBC, Original Community Sing CBS, Believe It or Not NBC.

LAUCK, CHESTER
Artist—Lum and Abner NBC.

LAWES, WARDEN LEWIS E.
Artist — Behind Prison Bars NBC.

LAWRENCE, MORTON (MORT)
Artist — Sleepy Hollow and Happy Valley Programs WCAU-WOR, Sacred Flame WCAU, Somebody's Son WCAU, Sporting Extra KYW, Junior Thrillers KYW, Sally at the Switchboard KYW, The Goldfish Bowl KYW.

LE KREUN, PIERRE
Artist — Manhattan Merry-Go-Round NBC.

LE MAY, ROY
Artist — Junior G Men of America MBS, Our Barn NBC, Coast-to-Coast a Bus NBC, Billy and Betty NBC, Hello Peggy NBC.

LEVY, ESTELLE
Artist — Kate Smith Hour CBS, Les Miserables MBS, Tyrone Power NBC, Paul Whiteman CBS, Guy Lombardo Program CBS, Gang Busters CBS, Columbia Workshop CBS, Consolidated Edison Program NBC, Town Hall Tonight NBC, True Story NBC, Easy Aces NBC.

LEWIS, ELLIOTT BRUCE
Artist — Silver Theater CBS, Your Hollywood Parade NBC, Burns & Allen NBC, Calling All Cars KHJ-KNX, House Undivided KHJ, The Phantom Pilot KHJ, Extra — Extra, Reunion of the States KHJ, Tune Twisters KHJ, Script Teasers KHJ.

LIGHTNER, FREDDIE
Artist — The Jello Summer Program NBC.

LILLIE, BEATRICE
Artist—Follies de Paree of the Air NBC.

LINDLAHR, VICTOR H.
Artist — Journal of Living MBS.

LIVINGSTONE, MARY
Artist — The Jello Program Starring Jack Benny NBC.

LIVINGSTONE, CHARLES DANIEL
Artist—WXYZ, Detroit. Lone Ranger MBS-MRN, Green Hornet MRN, Ann Worth MRN.

LOCKHART, GENE
Artist — Lux Radio Theater CBS, Royal Gelatin Hour NBC, Guest Interviews WMCA - WHN - WOR - KFAC-KEHE.

LOCKHART, KATHLEEN
Artist — Lux Radio Theater CBS, Guest Interviews WHN-WMCA-KEHE.

LONGWELL, ROBERT
Artist—WJBK, Detroit. Franklin's Clothes Program, General Alger Cigar Program.

LORD, PHIL
Artist—We, the People NBC, Gangbusters CBS.

LORD, PHILIP
Artist — NBC. The Story of Mary Marlin, First Nighter, Grand Hotel, Girl Alone, Forest Rangers, Lights Out, There Was A Woman, Zenith Foundation.

LOVE, SUNDA
Artist—Today's Children NBC.

LOWE, DAVID
Artist — New York Reporter WINS, Sound Track WNEW, Question Box WINS.

LOWELL, DOROTHY
Artist—Our Gal Sunday CBS, Heinz Magazine of the Air CBS, Aunt Jenny's Real Life Stories CBS, Your Unseen Friend CBS, Columbia Workshop CBS, American School of the Air CBS, Follow the Moon NBC, Phyl Coe Mystery Clues MBS.

LOWREY, MEADOR
Artist — High Cards in Derby Deck WHAS.

LOWRY, ED
Artist—Singtime MBS.

LOWRY, JUDITH
Artist — NBC. Forest Ranger, Welcome Valley, Story of Mary Marlin, Young Hickory, Girl Alone, Dan Harding's Wife, Miniature Theater, Cinema Theater, Grand Hotel, American Medical Association Program, Lights Out, Tom Mix Straight Shooters, Nickelodeon.

LUDDY, BARBARA
Artist—First Nighter NBC.

LUXFORD, NOLA
Artist — Le Salle Fashion Show NBC.

LYNCH, EDWARD MAYNARD
Artist — Romances of a City WSYR, Mohawk Valley Trails WIBX, Thru the Years With Company "L" WIBX, Santa Claus Show WIBX.

LYND, HELEN
Artist—Camel Caravan CBS.

LYON, CHARLES
Artist — NBC. Sach's Amateur Hour, Charlie on the Spot.

LYTELL, BERT
Artist—Alias Jimmy Valentine WHN.

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McBRIDE, MARY MARGARET
Artist — Minute Tapioca Program CBS.

McCABE, LEO
Artist — Stella Dallas WEAF-WJR.

McCAMBRIDGE, MERCEDES
Artist — NBC. First Nighter, Dan Harding's Wife, Lights Out, Feathers For Luck, Linda Fairchild, Guiding Light, Tale of Today, There Was A Woman.

McCLURE, KENDALL BAILEY
Artist — WOAI, San Antonio. Tecas Treasures.

McCOMB, KATE
Artist — The O'Neills NBC, Snow Villages Sketches NBC.

McCOY, MALCOLM RUSSELL
Artist—WXYZ, Detroit. Lone Ranger MBS-MRN, Green Hornet MRN, Ann Worth MRN.

McCUNE, VANCE
Artist — NBC. Cabin at the Crossroads, Dairy Dan, NBC Minstrels, The Story of Mary Marlin, Edgar Guest Program, Don Winslow of the Navy.

McGIBENY, DONALD
Artist—NBC. Salerno-Megowen Biscuit Co. Program.

McGLOGAN, JOHN FRANK
Artist — KSTP, St. Paul. The Household Forum Guest.

McGOVERN, JOHN
Artist — Mrs. Wiggs of the Cabbage Patch NBC.

McGRATH, CLAYTON (MAC) D.
Artist — KSTP, St. Paul. Clown Court, The Household Forum, Knights of Note.

McGRATH, WILLIAM B.
Artist — WNEW, New York. Bill McGrath's Yes and No Program, Encores and Epitaphs.

McGREEVY, CHARLES GLIDDEN
Artist—Little Moments With Big People WINS, Junior G Men of America MBS, Ave Maria Hour WMCA.

McKENZIE, ED THOMAS
Artist — Franklin's Breakfast Express.

McNAUGHTON, HARRY
Artist—Good Gulf Program CBS.

McNEILL, DON THOMAS
Artist—NBC. Breakfast Club, NBC Jamboree, Teatime at Morrell's, Coca Cola Refreshment Club, Sunset Dreams, Five Hours Back, Associated Retailers Program, Milk Fund Program.

McQUARRIE, HAVEN
Artist — The Chase and Sanborn Program NBC, Do You Want To Be An Actor NBC.

McWILLIAMS, JIM
Artist — Uncle Jim's Question Bee NBC.

MacBRYDE, JACK
Artist — Death Valley Days NBC.

MacGREGOR, JEAN
Artist—Today's Children NBC.

MACKENZIE, DOROTHY
Artist — Back Seat Driver NBC, Dr. Kate, Drene Program.

MACKENZIE, HEALANI
Artist — NBC. Healani of the South Seas.

MACK, GILBERT
Artist — Ida Bailey Allen's Homemakers, WHN, The Court Decides WHN, Flame Fighters WHN, WHN Playhouse WHN, MGM Movie Club WHN, Behind the Lens Camera Club WHN, Gridiron Smoker WHN, Broadway Melody Hour WHN, True Detective Mysteries WMCA, Twenty Years Ago and Today WOR, It's A Racket WOR, Gangbusters CBS, Detective Series NBC, Terry and the Pirates WEAF, Movie Pilot WEAF, Phyl Coe Radio Mysteries MBS.

MacMURRAY, FRED
Artist—Hollywood Hotel CBS.

MADDY, DR. JOSEPH E.
Artist—NBC. Fun In Music

MAITLAND, ARTHUR
Artist—David Harum NBC.

MAJOR, COLONEL JACK
Artist — Colonel Jack Major Program CBS.

MALONE, FLORENCE
Artist—Mr. Keen, Tracer of Lost Persons NBC.

MANN, JERRY
Artist — Hammerstein Music Hall of the Air CBS.

MANNING, TOM
Artist—Lakeside Biscuit Co. Vox Pop Program WTAM.

MARSHALL, HERBERT.
Artist—The Chase and Sanborn Program NBC.

MARTIN, CHARLES
Artist—Philip Morris Program NBC.

MARTIN, THOMAS EMMET
Artist—WSYR, Syracuse.

MAX, EDWIN MILLER
Artist — Oakie College CBS, Hollywood Hotel CBS, Joe Penner Program CBS, Lux Radio Theater CBS, Ken Murray Program CBS, Packard Hour NBC, Calling All Cars CBS, Hollywood Show Case CBS, Shakespearean Programs NBC, Your Witness CBS, Cassandra CBS, Strange As It Seems CBS, Drums CBS, House Divided MBS, Big Town CBS, Wheatenaville CBS, Listener's Digest CBS, Martha Meade NBC, Reunion of the States CBS, MacGregor Transcribed Programs.

MAXWELL, TED
Artist — NBC. Hawthorne House, Memory Lane, Death At Midnight, Death Valley Days, Gloria Gale, Winning of the West, Sunday Special, Tales of California.

MEAKEN, JACK
Artist—Bughouse Rhythms.

MEIGHAN, JAMES
Artist—Just Plain Bill NBC, Young Widder Jones MBS.

MEIGHAN, JANE
Artist—Bambi NBC.

MEISEL, MELVIN
Artist—Poetry Reading Program WBNX, Radio Playhouse WNYC, Al Barrie's Mellydrammers WNEW.

MEISNER, EDWIN
Artist — WOWO-WGL, Fort Wayne. The Other Side of Life, Polly Pretends, Curtain Time, Zero Hour, Question Box.

MENKEN, HELEN
Artist—Second Husband CBS.

MEREDITH, JUNE
Artist — The Story of Mary Marlin NBC.

MERRILL, HOWARD
Artist—Second Husband NBC, Death Valley Days NBC, Your Unseen Friend CBS, Way Down East WBS, The Goldbergs NBC, Mrs. Wiggs of the Cabbage Patch NBC, Hel-

lo Peggy WBS, Sealtest Party NBC.

MICHAELS, JAY
Artist—WXYZ, Detroit. Lone Ranger MBS-MRN, Green Hornet MRN, Ann Worth MRN, Automobile Club of Michigan Programs MRN.

MICHAUX, LIGHTFOOT
Artist — Happy Am I CBS, Shepherd of the Air MBS.

MILLER, BARNEY RONALD
Artist — KGW-KEX Portland.

MILLS, MARJORIE
Artist — Woman's Hour YN. WEEI Food Program WEEI, Maine Development Commission Program MBS-YN.

MILTON, JOHN
Artist—Snow Village Sketches NBC.

MITCHELL, ALBERT (AL)
Artist — The Answer Man WOR.

MITCHELL, EVERETT GEORGE
Artist — NBC. Farm and Home Hour, Carnation Hour.

MITCHELL, JACK C.
Artist — KVOO, Tulsa. Staff Frolic.

MOELLER, DOROTHY MAE
Artist — Polly Pretends WOWO, Fishman's Fashion WGL, Greenblatt's Furriers WGL, Town and Country Shop WOWO-WGL, Kroger Program WOWO, Little Theater Program WOWO.

MOHN, MONTGOMERY
Artist — Dr. Kate NBC, Hawthorne House NBC, Memory Lane NBC, I Want A Divorce NBC, S & W Junior News Parade NBC, Western Farm & Home Hour NBC, Winning the West NBC, True Detective Stories NBC, Professor Puzzlewit NBC, Tales of California NBC, Death Valley Days NBC, Sperry Sunday Special NBC, Gloria Dale NBC, Chief Quinn Dramas NBC, NBC Drama Hour NBC, Meet Your Neighbor NBC, Road to Decourcele NBC.

MOLTZNER, MASON BARKER
Artist — KGW, Portland. On the Oregon Trail, Posey Playlets, Covered Wagon Days, Homicide Squad, Portraits of the Masters, Oregonian on Review, Moments In History, Intimate Travels, Coffee Club, Tropic Trails.

MONTGOMERY, ROY
Artist — Community Chest Programs KFWB, House Undivided KHJ, Headlights of Life KHJ, Maxwell House Showboat NBC.

MOORE, JOHN
Artist—The O'Neills NBC.

MOORE, VICTOR
Artist — 1937 Edition of Twin Stars CBS.

MÔRELAND, A. (PEG) J.
Artist — WFAA, Dallas. Sledge's Happy Workers.

MORGAN, GENE
Artist — CBS. Myrt and Marge, Romance, Columbia Workshop, Gangbusters.

MORNING, SHARI GERTRUDE
Artist — WHO, Des Moines. Coffee Pot Inn, Hour of Smiles, Sunset Corners Frolic.

MORSE, CARLTON
Artist — One Man's Family NBC.

MOYS, JACK J.
Artist — Lady of Millions KNX, Scattergood Baines CBS.

MUNSELL, MARGURITE
Artist — KVOO, Tulsa. Babyland, Margurite and Her Harp, Port of Poets, Romantic Strings, Strings of Harmony.

MURDOCK, CLINTON
Artist — Dr. Christian CBS, Hollywood Theater MBS, Tom Sawyer MBS, Globe Trotters Club MBS, Calling All Cars MBS.

MURPHEY, EDWARD
Artist — The Times Family KWKH, The Nine O'Clock Family KTBS.

MURPHY, PAT HOWARD
Artist — NBC. Girl Alone, First Nighter, Don Winslow of the Navy, Public Hero No. One, Zenith Foundation, It Can Be Done, Lights Out, Young Hickory, Grand Hotel, There Was A Woman.

MURPHY, ROBERT LEO
Artist — KSTP, St. Paul. Man-On-The-Street Program.

MURRAY, FEG
Artist — Seein' Stars NBC, Bakers' Program.



Senator Fishface

alias

ELMORE VINCENT

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NBC ARTIST SERVICE



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MURRAY, KEN
Artist — Campbell Soup Program CBS, Lifebuoy Program CBS, Hollywood Hotel CBS.
MURRAY, MAE
Artist — WMCA, New York. Mae Murray Dance Hour, Six Star Revue, Problems of Glamor and Love.

— N —

NADES, MARION
Artist — WTAM, Cleveland. Little Red Schoolhouse.
NAGEL, CONRAD
Artist — Silver Theater CBS.
NEVIUS, TOBY
Artist — KVOO, Tulsa. Staff Frolic, Breakfast Club, Sunday Aft'noon Social, Galloping Galleons.
NEWMAN, SID DEACON
Artist — WCAU, Philadelphia. Happy Valley Gang.
NICHOLS, EDWIN GORDON
Artist—WJBK, Detroit. Uncle Nick, Teen Age Frolics.
NOBLETTE, IRENE
Artist — The Jello Summer Program NBC, Tim and Irene MBS.
NORRIS, BOBBY
Artist—WNAC, Boston, Sweet Music.
NORTHE, GAIL
Artist — WFAA, Dallas. Titche Goettinger Co. Program, People and Places With Gail Northe.

— O —

O'BRIEN, ADRIEN
Artist — WNAC, Boston, Spotlight Revue.
O'DAY, MICKEY JAMES
Artist — Big Sister CBS, Billy and Betty NBC, Cavalcade of America CBS, March of Time CBS, Parade of New York, Teatime Tunes CBS, Easy Aces NBC, True Story Court of Human Relations NBC, Jello Program NBC, Town Hall Tonight NBC, Aunt Jenny's Real Life Stories CBS.
O'KEEFE, WALTER
Artist — Town Hall Tonight NBC, The Scaltest Saturday Night Party NBC, Hollywood Mardi Gras NBC.
O'NEAL, JOAN
Artist—KWKH-KTBS Shreveport. Kiddie Amateur Hour.
O'ROURKE, TEX
Artist — RCA Magic Key Program NBC.
OAKIE, JACK
Artist—Camel Caravan CBS.
OLMSTED, LEROY NELSON
Artist — WBAP, Fort Worth. Black Night.
OLSEN, OLE
Artist — Richfield Oil Co. Program NBC.
ORLANDO, DON
Artist — Jack Oakie College Program CBS, Singtime MBS.
ORRISON, JACK
Artist — Adam and Eve NBC, Light on the West KOA, Under Western Skies KDKA.
ORRISON, MARGARET
Artist—Adam and Eve NBC.
ORTEGA, SANTOS
Artist—Billy and Betty NBC, The O'Neills NBC.
OSGOOD, NANCY
Artist — WXYZ, Detroit. Ann Worth MRN, Green Hornet MRN, Lone Ranger MBS-MRN, Preview MRN, She Met Him In Paris MRN, The Lost Moment MRN.
OSGOOD, RICHARD ELMER
Artist — WXYZ, Detroit. The Factfinder.

— P —

PAGE, GALE
Artist — Today's Children NBC, Jamboree NBC.
PADGETT, PAT
Artist — Pipe Smoking Time CBS, Showboat NBC.
PALMER, ETHEL
Artist — Just Plain Bill NBC.
PARKER, JOE (G.)
Artist — NBC. The Best of the Week.
PARKER, MAC
Artist — WCAU, Philadelphia. Shell Chateau Guest NBC, The Booth Bottling Co. Program.
PARKS, BERT
Artist — CBS. Good Gulf Summer Stars, The Hollywood Observer.
PATTERSON, ELIZABETH
Artist — Royal Gelatin Hour NBC, Hollywood Hotel CBS.
PATTON, ALICE
Artist—Backstage Wife NBC.
PAYNE, VIRGINIA
Artist — Kitty Keene Inc. NBC.
PEARCE, AL
Artist — Watch the Fun Go By CBS, Elmer Blurt, Eb and Zeb. Hector Smith.
PEARL, JACK
Artist — Raleigh and Kool Program NBC.
PEARSON, JOHN ESTEL
Artist — KWTO, Springfield, Mo.
PEARY, HAROLD
Artist — NBC. Tom Mix Straight Shooters, Fibber McGee and Molly, Girl Alone, The Story of Mary Marlin, First Nighter, Pat and Hank, Lights Out, Nickelodeon, It Can Be Done, Piccadilly Music Hall, Young Hickory, There Was A Woman, NBC Minstrels NBC Jamboree, Don Winslow of the Navy, Flying Time.
PENNER, JOE
Artist — Cocomalt Program CBS.
PERKINS, RAY
Artist — Hi There Audience MBS, Dupont Paint Parade, W. T. Grant Varieties.
PERRINE, DR. GEORGE HOSBROOK
Artist—WIBX, Utica, Bookshelf Excursions, The Wildings, Spelling Bee, Brain Teasers.
PETERSON, ARTHUR H.
Artist — NBC. Guiding Light, Story of Mary Marlin, It Can Be Done, Don Winslow of the Navy, Lights Out, First Nighter, Dan Harding's Wife, There Was A Woman, Feather For Luck, Painted Rock, Zenith Foundation, Girl Alone.
PETRUZZI, JULIAN JOSEPH
Artist—WXYZ, Detroit. Lone Ranger MBS-MRN, Green Hornet MRN, Ann Worth MRN, Automobile Club of Michigan Programs MRN, Michigan Tubercular Association Program MRN.
PHILLIPS, GUY
Artist — First Nighter NBC, Grand Hotel NBC, Lux Radio Theater CBS, Packard Hour NBC, Shakespearean Series CBS, Burns and Allen CBS, Strange As It Seems MBS-CBS, Drums MBS, Reunion of the States CBS.
PHILLIPS, IRNA
Artist—Today's Children NBC.
PICKENS, JANE
Vocalist — The House That Jack Built NBC, Sealtest Saturday Night Party NBC.
PICKERING, BAXTER
Artist — Citizens' Forum WHN-WNEW.
PIERCE, MADELEINE
Artist — Pepper Young's Family NBC.
POLLOCK, CHANNING
Artist—Magazine of the Air CBS.
POST, EMILY
Artist — How To Get the Most Out of Life CBS.
POWELL, DICK
Artist — Your Hollywood Parade NBC, The Baker's Broadcast NBC, Hollywood Hotel CBS.
POWER, TYRONE
Artist — Hollywood Playhouse NBC.
POYNTON, LORETTA
Artist — NBC. Dan Harding's Wife, It Can Be Done, Flying Time, The Story of Mary Marlin, Pat and Hank, Young Hickory, Your Health, Vic and Sade, Walter Winchell, There Was A Woman.
PRESCOTT, ALAN
Artist — The Wife Saver NBC.
PRINCE, JOHN T.
Artist — Calling All Cars KHJ, Doctors Courageous KFAC, Milestones KECA, Landmarks KECA, Drama of California KFWB, Sands of Time KHJ, Drama in Literature KFAC.
PROVO, FRANK
Artist—Mrs. Wiggs of the Cabbage Patch NBC.

— Q —

QUINCE, LOUIS VEDA
Artist — Riding With the Texas Rangers TQN.
QUIZ, PROFESSOR
Artist—Professor Quiz CBS.

— R —

RAE, FERN
Artist — The Old Home Town WPTF.
RAE, JOHN
Artist—The Old Home Town, WPTF.
RAFFETTO, MICHAEL
Artist — One Man's Family NBC.
RAFTIS, LILLIAN
Artist — Big City Parade WLS, Gordoni Radio Party WSBC.
RAINEY, "BUD"
Artist—Night Owl of Broadway WHN, Reveille Program WTIC, Woman's Radio Bazaar WTIC.

RANDOLPH, ISABEL
Artist — NBC, Dan Harding's Wife, The Story of Mary Marlin, Fibber McGee and Molly, Tale of Today, Vic and Sade, Edgar Guest Program, Young Hickory, There Was A Woman, American Medical Association Program, Linda Fairchild, Kaltenmeyer's Kindergarten.

RANDOLPH, MARION
Artist—Special Delivery NBC.

READE, DONNA
Artist—NBC. Young Hickory, Backstage Wife, Today's Children, American Medical Association Program, Chicago Motor Club Program, There Was A Woman.

RECTOR, GEORGE
Artist—George Rector Cooking Talks CBS.

REINHART, ALICE
Artist — John's Other Wife NBC, True Story Court of Human Relations NBC.

RELLER, ELIZABETH
Artist — Betty and Bob WBBM, Curtain Time Guest WGN, Court of Missing Heirs WBBM, Hope Alden's Romance.

RENAN, EMILE
Artist — Ida Bailey Allen's Homemakers WHN.

RETO, FRED
Artist — WXYZ, Detroit. Lone Ranger MBS-MRN, Green Hornet MRN, Ann Worth MRN, Flashes From Motor Life MRN, The Lost Moment MRN.

RHINE, JACK
Artist—Postal Oddities CRS, The Stage Is Set CRS, Exposition Park Program CRS, Your Witness CBS, Calling All Cars MBS, Richard III NBC, Miracle at Verdun KFWB.

RICH, IRENE
Artist—Irene Rich for Welch NBC.

RICHMOND, MARGERY PAULINE
Artist—WXYZ, Detroit. Lone Ranger MBS-MRN, Green Hornet MRN, Ann Worth MRN, Lost Moment MRN.

RIGGS, GLENN EVERETT
Artist — Rieck McJunkin Family Party KDKA, Stroller's Matinee NBC.

RIGGS, TOMMY
Artist — The Royal Gelatin Program NBC.

RIOME, DON
Artist — CHAB, Moose Jaw, Sask. Songs of Jean Sinclair and Don Riome.

RIPLEY, ROBERT L.
Artist — Believe It or Not NBC.

RISHWORTH, THOMAS D.
Artist — KSTP, St. Paul-Minneapolis. Household Forum.

ROBERTSON, COLLINS TRAFTON
Artist — KVOO, Tulsa. Sunday Aft'noon Social, Amahoya, South American Echoes, Wanderlust Trail, Cozy Corner, Public Calendar.

ROBERTSON, TED
Artist—WXYZ, Detroit. Ann Worth.

ROBINSON, EDWARD G.
Artist—Big Town CBS.

RONSON, ADELE
Artist — John's Other Wife NBC.

ROSELEIGH, JACK
Artist — Pepper Young's Family NBC, Road of Life NBC, Renfrew of the Mounted CBS, Aunt Jenny's Real Life Stories CBS, Log Cabin Program NBC, Cavalcade of America CBS, Warden Lawes Program NBC, Dreams of Long Ago NBC, Floyd Gibbons' True Adventure Stories CBS, Follow the Moon NBC.

ROSS, BILL
Artist — KGW-KEX, Portland. Armistice Day Program, Everybody Sing.

ROSS, DAVID
Artist — CBS. Poet's Gold, Milestones, Essays in Music.

ROSS, JACK
Artist — NBC. The Ranch Boys. Tom Mix Straight Shooters, Fibber McGee and Molly, Gene Arnold and Ranch Boys.

ROSS, JANET
Artist — KDKA, Pittsburgh. Shopping Circle, Janet Ross —Intimate Interviews, What Do You Know?

ROSS, NORMAN DE MILLE
Artist — Suburban Hour WMAQ, Headin' South CBS, See Our Stars WMAQ, Woman In the Store WGN.

ROTHERT, CARL
Artist—WOWO, Fort Wayne. Curtain Time.

ROWLANDS, HUGH
Artist — NBC, Flying Time, Young Hickory, Tom Mix Straight Shooters, Dan Harding's Wife, The Story of Mary Marlin, Way Back Home, There Was A Woman, Zenith Foundation, Feathers for Luck, Linda Fairchild, American Medical Association Program, It Can Be Done, Lights Out, NBC Jamboree, Piccadilly Music Hall.

ROY, CECIL
Artist — Professor Kaltenmeyer's Kindergarten NBC.

RUBIN, JACK
Artist—The O'Neills NBC.

RUBIN, JUSTINE LUCILLE
Artist — Magic of Speech NBC, Children at Bay WLTH, Al Barrie's Mellydrammers, WNEW.

RUSSELL, ROSALIND
Artist—Silver Theater CBS.

RUSSELL, RUTH
Artist—Just Plain Bill NBC.

RYAN, EDDIE JR.
Artist—Dreams of Long Ago NBC, Rising Musical Stars NBC, Studebaker Champions NBC, Philip Morris Program NBC, Easy Aces NBC, Aunt Jenny's Real Life Stories CBS, The Art of Living CBS. Let's Pretend CBS, Raising Your Parents NBC, Junior G Men WOR, St. Anthony Hour WHN, Movie Club WHN, Peggy Wood Calling NBC, Bravest of the Brave NBC, Peter Pan NBC, Wilken's Folly NBC.

RYAN, TIM
Artist — The Jello Summer Program NBC, Tim and Irene MBS.

— S —

SANDERS, ERNEST (ERNIE) C.
Artist — WHO, Des Moines. Sunset Corners Frolic.

SAUNDERS, RAY
Artist — The Inquiring Reporter WHN.

SAVOY, HARRY
Artist—Singtime MBS.

SCHER, HAL
Artist—WKY, Oklahoma City. Patent Pending.

SCOGGINS, J. P.
Artist—WFAA, Dallas. Captain Jolly and Crew TQN.

SENSABAUGH, LUDI MAI
Artist — WFAA, Dallas. The Pepper Uppers.

SEYMOUR, ANNE
Artist — The Story of Mary Marlin NBC.

SHANA, MARGARETTE FLORENCE
Artist — Arnold Grimm's Daughter CBS, Cactus Kate WGN, Dan Harding's Wife NBC.

SHAPARD, WILLIAM
Artist — Voice of Experience WHN and WOR, How To Be Happy Though Married WHN, Bowery Mission Services WHN, Family Album of Music WHN, Uncle Tom's Kiddies WHN, Your Opportunity WHN, Paul Sullivan's News Program WLW, St. Anthony Hour WHN and CN, Peggy Tudor's Silver Serenade WOR, N. Y. U. Radio Forum.

SHAW, STANLEY WINTHROP
Artist — WNEW, New York. Milkmen's Matinee.

SHEA, GILBERT VINCENT
Artist—WXYZ, Detroit. Lone Ranger MBS-MRN, Green Hornet MRN, Ann Worth MRN, Lost Moment MRN.

SHEEHAN, JOHN
Artist — WGY, Schenectady. Fitzgerald Brewing Co. Program A. Wayne Merriam Inc. Program, Whitney Stores Program Guest.

SHELTON, GEORGE
Artist—Sealtest Saturday Night Party NBC.

SHERIDAN, NANCY
Artist — One Act Theater WHN, Renfrew of the Mounted CBS, Pretty Kitty Kelly CBS, Palmolive Beauty Box Theater CBS, On Broadway WJZ, Second Husband CBS, John's Other Wife NBC, Aunt Jenny's Real Life Stories CBS.

SHERMAN, RANSOM MILES
Artist — NBC. Club Matinee, NBC Nite Club.

SHIRLEY, VIVIAN
Artist — Through a Woman's Eyes WNEW, Heinz Magazine of the Air CBS.

SHREVE, BOB
Artist — WOWO and WGL, Fort Wayne. Sari and Elmer, Hoosier Hop, Farm Hour, Hollyhock Lane.

SIMMONS, ARVID (DOC) K.
Artist — KSTP, St. Paul.

Clown Court, Household Forum, Knights of Note.

SINCLAIR, JEAN
Artist — CHAB, Moose Jaw, Sask. Songs of Jean Sinclair and Don Riome.

SLATOR, VISLETTE
Artist — WFAA, Dallas. Pepper Cadets.

SMART, JACK
Artist — Town Hall Tonight NBC.

SMITH, DORIS DAVENPORT
Artist — WNEW, New York. Encores and Epitaphs.

SMITH, HAL JOHN
Artist—WIBX, Utica. The Fairbanks Morse Sunday Afternoon Party, Kids Karnival.

SMITH, HOWARD
Artist—Dick Tracy NBC.

SMITH, SALLIE AGNES
Artist — We Are Four MBS, Elgin Watch Co. Program CBS, Curtain Time MBS, Get Thin To Music WGN, How I Met My Husband WLS, Bob Elson's Sports Review WGN, On a Sunday Afternoon WGN.

SONDERGAARD, HESTER
Artist—Hometown NBC, Personal Column of the Air NBC, Pepper Young's Family NBC, School of the Air CBS, Dear Columbia CBS, Columbia Workshop CBS, Charles Martin's Front Page News CBS, Big Sister CBS.

SOTHERN, JEAN
Artist—Pepper Young's Family NBC, Rich Man's Darling CBS, News of Youth CBS, Old Homestead NBC, Home Town NBC, Pretty Kitty Kelly CBS, Just Plain Bill NBC.

SOULE, OLAN E.
Artist — Bachelor's Children CBS-MBS, We Are Four MBS, Jenny Peabody Dramatic Sketch CBS, A Tale of Today NBC, Manhattan Mother CBS, Couple Next Door MBS, Junior Nurse Corps CBS, Men of Destiny MBS.

SPENCER, EDITH
Artist—Snow Village Sketches NBC.

SPIRSI, JOHN MARSHALL
Artist—WIBX, Utica.

STAFFORD, CARRIE
Artist — WBIG, Greensboro. Mammoth Carolina Jamboree, Carolina Hillbillies.

STARK, CHARLES RICHARD
Artist—CBS. American School of the Air.

STARR, MARTIN
Artist — Question Master WMCA, Songs of Israel WMCA, Gangplank WMCA, Street Forum WMCA, Dramatic Critic WMCA, Motion Picture Critic WMCA, Movie Starr Dust WMCA.

STEELE, BETTY ANN
Artist — WHN, New York. Midday Reveries, WHN Stock Co. Programs, Drama Club.

STEELE, FRED
Artist — WBIG, Greensboro. Fred and His Boys, Carolina Jamboree.

STEHLI, EDGAR
Artist—Mr. Keen, Tracer of Lost Persons NBC.

STEVENSON, MARGOT
Artist — Aunt Jenny's Real Life Stories CBS, Big Sister CBS, The Shadow WOR, The Art of Living CBS.

STEWART, ELLIOTT
Artist—WIBX, Utica. Kiwanis Safety Dramas.

STEWART, JAMES
Artist — Silver Theater CBS, Good News of 1938 NBC.

STEWART, PAUL
Artist — Easy Aces NBC, David Harum NBC, Raleigh and Kool Cigarette Programs NBC, The March of Time NBC.

STRATTON, CHESTER
Artist — The O'Neills NBC, True Story Court of Human Relations NBC.

STRAUSS, ROBERT WARREN
Artist—Our Gal Sunday CBS, Mrs. Wiggs of the Cabbage Patch NBC, Life of Mary Sothern CBS, Columbia Workshop CBS, Widow's Sons NBC, Twelfth Night CBS, Snow Village NBC, Old Homestead NBC, Dreams of Long Ago NBC, The Simpson Boys NBC.

STROUD TWINS
Artists—The Chase and Sanborn Program NBC.

STUCKER, BETTY
Artist — WCAT, Rapid City, S. D. Betty Stucker and Her Violin.

STUDEBAKER, HUGH CHARLES
Artist — Bachelor's Children CBS-MBS, Fibber McGee and Mollie NBC, University Broadcasting Council Programs NBC-MBS, Lucky Girl MBS, Curtain Time MBS, Rhythm and Romance MBS, On a Sunday Afternoon MBS, National Barn Dance NBC, Batchelor Wife NBC, The Romance of Helen Trent CBS, The Story of Mary Marlin NBC.

STUDER, ALEXANDER (ALEXIS)
Artist — KSTP, St. Paul. Clown Court.

STUDER, JAMES
Artist — WOWO and WGL, Fort Wayne. Arabasque.

SULLIVAN, FRED
Artist—NBC. Zenith Foundation. The Story of Mary Marlin, First Nighter, Don Winslow of the Navy, Girl Alone. Household Finance Co. Program, Way Back Home, There Was a Woman, Feathers For Luck.

SWAN, HARRY BURTON
Artist—Dog Heroes WJZ, Animals and Babies CBS, Let's Pretend CBS, Sunday Morning at Aunt Susan's CBS.

SWENSON, KARL HENRI
Artist—Our Gal Sunday CBS, Lorenzo Jones NBC, March of Time NBC, Cavalcade of America CBS, Girl Interne NBC, Aunt Jenny's Real Life Stories CBS, Alice in Wonderland CBS, Twelve Crowded Months CBS.

SWOR AND LUBIN
Artists—Bicycle Party NBC.

— T —

TALMADGE, NORMA
Artist—30 Minutes in Hollywood MBS.

TANSEY, JIMMY
Artist—The O'Neills NBC.

TARSHISH, JACOB
Artist — The Lamplighter WLW Line-MBS, North American Accident Insurance Co. Program WOR.

TAYLOR, DAVIDSON
Artist—CBS. Music Commentator, Philharmonic Stadium Concerts.

TAYLOR, ESTELLE
Artist—Guest Star.

TAYLOR, FRED
Artist — Colonel Stoopnagle and Budd NBC, The Minute Men NBC.

TAYLOR, MARY LEE
Artist — Pet Milk Program CBS.

TEMPLE, BROOKE
Artist — WHN, New York. Adams Hats Program.

TETLEY, WALTER
Artists — Town Hall Tonight NBC.

THOMPSON, HAL
Artist — WFAA, Dallas. College Nights.

THOMPSON, WILLIAM
Artist — NBC. Fibber McGee and Molly, Vocational Service Program, NBC Minstrels, NBC Jamboree, NBC Night Club, National Barn Dance, Zenith Foundation, The Story of Mary Marlin, Charley on the Spot, Vic and Sade.

TINNEY, CAL
Artist—Vanity Fair NBC.

TOBY AND SUSIE
Artists — Alka-Seltzer National Barn Dance NBC.

TODD, ELIZABETH
Artist—Love and Learn NBC.

TOOKE, CLARA
Artist — WOWO, Fort Wayne. Polly Pretends, Hollyhock Lane, Zero Hour, Curtain Time, Clara and Maggie, Roadway Alibis, Detective Mysteries.

TOOKE, FRANK SR.
Artist — WOWO, Fort Wayne. Polly Pretends, Hollyhock Lane, Zero Hour, Detective Mysteries, Roadway Alibis.

TOTTEN, HAROLD (HAL) OSBORN
Artist—Exline Flying Village NBC, RCA Magic Key Program NBC, Easter Parade Broadcast NBC, State Police Radio Network WMAQ, Farm and Home Hour NBC, Commonwealth Edison Co. Program Guest, News To You WMAQ, Election Returns Commentary Broadcast WMAQ-WENR.

TREMAYNE, LESTER
Artist—First Nighter NBC.

TRENDLER, BOB
Artist—Grand Hotel NBC.

TREVOR, CLAIRE
Artist—Big Town CBS.

TROUT, DINK
Artist — Scattergood Baines CBS, Hollywood Showcase CBS, Jack Oakie College CBS, Ken Murray Program CBS, House By the Side of the Road

NBC, Just Plain Bill CBS, Myrt and Marge CBS.

TROUT, ROBERT
Artist — Professor Quiz Program CBS.

TUCKER, MARY
Artist — WFAA, Dallas. Mrs. Tucker's Smile Program.

— U —

UTTAL, FRED
Artist—For Men Only WLW Wire, Lucky Strike Melody Puzzles WOR.

— V —

VAIL, MYRTLE
Artist—Myrt and Marge CBS.

VALENTINE, GRACE
Artist — Stella Dallas WEAF and WJR.

VALENTINE, RANCE
Artist — WGAR and WTAM, Cleveland. Norge Variety Show, The Valentine.

VALLEE, RUDY
Artist — Royal Gelatin Program NBC.

VANGIE, BEILBY
Artist—House Undivided KHJ, Strange As It Seems KHJ, Drums KHJ, Calling All Cars KNX, Vanity Fair KFWB, Shakespearean Series NBC, Gilmore Programs KECA-NBC, Barnstormers NBC.

VAN HARVEY, ART
Artist—NBC. Vic and Sade, Uncle Ezra, Zenith Foundation, RCA Magic Key Program Guest.

VAUGHAN, BERYL
Artist—WXYZ, Detroit. Junior Matinee MRN, Lone Ranger MBS-MRN, Ann Worth MRN, Green Hornet MRN, Flashes From Motor Life, Lost Moment MRN.

VE VERKA, EVE
Artist — Your Invention WMCA, The Hecker Information Service MBS, To Our Mothers WMCA.

VICKLAND, MELVIN PAUL
Artist—NBC San Francisco.

VIKTOR, ERVIN
Artist—WJJD, Chicago. Supper Time Frolics.

VINCENT, ELMORE
Artist — Senator Fishface and Professor Figgsbottle NBC.

VINCENT, LARRY
Artist — WCAU, Philadelphia. Get Going Revue.

VON AMMON, FRED
Artist—Today's Children NBC.

— W —

WADE, FRED
Artist — WTIC, Hartford. The Wrightville Daily Clarion, The Artistry of Home-making, Hull's Hour of Cheer.

WAHLSTEDT, JOHN
Artist — WHB, Kansas City. The Cook Tenor.

WAKEFIELD, OLIVER
Artist — NBC, Magic Key Guest, Vallee's Varieties Guest.

WALKER, JAY
Artist — WOWO, Fort Wayne. Polly Pretends, Roadway Alibis, Zero Hour, Detective Mysteries, Arabesque, Curtain Time.

WALLINGTON, JAMES
Artist—CBS, Texaco Town.

WALTER, WILMER
Artist — David Harum NBC, True Story Court of Human Relations NBC, Young Widder Jones MBS.

WARD, PERRY WALTER
Artist—WKY, Oklahoma City. Inquiring Reporter.

WATERMAN, WILLARD L.
Artist — NBC. Nickelodeon, Thank You Stusia, Girl Alone, Lights Out, Don Winslow of the Navy, Young Hickory, American Medical Association Program, Flying Time, First Nighter, It Can Be Done, Linda Fairchild Stepmother, There Was a Woman, Zenith Foundation, Uncle Ezra.

WATSON, MILTON
Artist—Singtime MBS.

WAYNE, SHIRLEY
Artist — WOWO and WGL, Fort Wayne. Perfection Show, Farm Hour, Hoosier Hop, Polly Pretends, Sari and Elmer, Hollyhock Lane, Ft. Wayne Bank Program, Merchant's Roundup.

WEAVER, JANE
Artist — WTAM, Cleveland. Health and Home Chats, Lakeside Biscuit Vox Pop Program, Family Counselor, White Dove.

WEBB, JANE
Artist — NBC. Tom Mix Straight Shooters, Young Hickory, Edgar Guest Program, Grand Hotel, Zenith Foundation, Motor Club Program, American Medical Association Program, Vic and Sade, State Street Seniors.

WELCH, HOMER JAMES
Artist—KGW and KEX, Portland. Hospitality House, The Hemlock Tree, Homicide Squad, Covered Wagon Days, Tropic Trails, Islands of Paradise.

WELCH, NILES
Artist—Just Plain Bill NBC.

WELCH, PHYLLIS
Artist — John's Other Wife NBC.

WELLS, DON
Artist — WIBX, Utica. Sour Puss.

WENDELL, BRUCE L.
Artist — CKAC, Montreal; WMCA New York.

WERNER, WILLIAM S.
Artist—WFAA, Dallas. Riding With the Texas Rangers TQN.

WEST, JANE
Artist—The O'Neills NBC.

WEST, NORRIS
Artist — WCAU, Philadelphia. Somebody's Son, Dramas of Science.

WEVER, NED
Artist — Wondershow WOR, Irene Rich Program WJZ, Cavalcade of America CBS, Dick Tracy WOR-NBC, True Story Program NBC, For Men Only WHN, Philip Morris Program CBS, Big Sister CBS, Aunt Jenny's True Life Stories CBS, True Story Court of Human Relations NBC.

WHITNEY, EDWIN M.
Artist — Death Valley Days NBC.

WICKER, IREENE
Artist—The Singing Lady NBC.

WIDMER, HARRIETTE KNOX
Artist—NBC. Tale of Today, Feathers For Luck, First Nighter, Fibber McGee and Molly, There Was a Woman, Cabin At the Crossroads.

WILCOX, HARLOW
Artist—NBC. Morris B. Sachs Program.

WILLIAMS, MARY
Artist—Norman Brokenshire's Variety Show WOR, Georgie Price Program WOR, Nick Kenny Program, WMCA, Ed Fitzgerald Program WOR.

WILLIAMS, W. J.
Artist—WBNO, New Orleans. Human Interest Stories.

WILSON, DON HARLOW
Artist — NBC. Jack Benny Program, Irvin S. Cobb and his Paducah Plantation, Twin Stars, Packard Mardi Gras.

WILSON, DOUGLAS
Artist—Vanity Fair NBC.

WILTTEN, VIRGINIA
Artist—WBAP, Fort Worth.

WINKLER, BETTY
Artist — NBC. Girl Alone, Fibber McGee and Molly, Lights Out, NBC Nite Club, Don Winslow of the Navy, It Can Be Done, First Nighter.

WINLOCK, ISABELLE
Artist—Snow Village Sketches NBC.

WINNINGER, CHARLES
Artist—Maxwell House Showboat NBC.

WOLFE, EDWIN R.
Artist—Pepper Young's Family NBC.

WONS, TONY
Artist—Tony Wons Scrapbook CBS.

WOODFIN, DOROTHY COMPERE
Artist — WBAP, Fort Worth. Helen's Home, Burris Mills Program, Black Night.

WOOLLCOTT, ALEXANDER
Artist—Town Crier CBS.

WRAGGE, ELIZABETH
Artist—Pepper Young's Family NBC, True Story Court of Human Relations NBC, Pretty Kitty Kelly CBS.

— Y —

YANKEE, HELEN
Artist—Seth Parker Program NBC.

YARBOROUGH, BARTON
Artist — One Man's Family NBC.

YOUNG, AGNES
Artist — Mrs. Wiggs of the Cabbage Patch NBC.

YOUNG, CARLETON
Artist—Our Gal Sunday CBS.

YOUNGMAN, HENNY
Artist — Kate Smith Hour CBS.

— Z —

ZECK, BILLY
Artist—Singtime MBS.

ZERBE, LAWSON
Artist—Dick Tracy NBC.

Vocal Artists

AND THEIR WORK DURING 1937

"It is the best of all trades to make songs, and the second best to sing them."

—Hilaire Belloc.

Key to Network Affiliation Abbreviations

CBS—Columbia Broadcasting System; CN—Colonial Network; DLN—Don Lee Network; IN—Intercity Network; MBS—Mutual Broadcasting System; MN—Michigan Network; NBC—National Broadcasting Company; TQN—Texas Quality Network; YN—Yankee Network.

— A —

ALBERT, GRACE
Vocalist—The Honeymooners NBC.

ALBER, EDDIE
Vocalist—The Honeymooners NBC.

ALLEN, REGINALD ALFRED
Vocalist — WBT, Charlotte.

ALLEY, BEN
Vocalist — WCAU, Philadelphia. Household Finance Corp. Program.

ALLISON, FRANCES
Vocalist — NBC. Breakfast Club, Club Matinee, NBC Nite Club, Farm and Home Hour, Nickelodeon, Harry Kogen and Orchestra.

ANDERSON, EUGENE WADSWORTH
Vocalist — Cross-cuts from the Log o' the Day NBC, Sperry Matinee Special NBC, Southern Harmony Four NBC, Carefree Carnival NBC, Maxwell House Showboat Guest NBC, Sacramento Fair NBC.

ARNOLD, BUDDIE
Vocalist — WMCA, New York. Grandstand and Bandstand, The Three Little Sacks Program.

ARNOLD, KAY
Vocalist — WMCA, New York. Grandstand and Bandstand, The Three Little Sacks Program.

AUSTIN, GENE
Vocalist — Cocomalt Program CBS.

— B —

BACLANOVA, OLGA
Vocalist — Olga Baclanova Continental Revue MBS.

BADGER, CLERENCE G. JR.
Vocalist.

BAGGIORE, ANGELO
Vocalist — WGN, Chicago. Pageant of Melody MBS.

BAIR, STEWART M.
Vocalist — Campbell Soup Programs CBS, Packard Motor Co. Program NBC, Texaco Town CBS, Gilmore Circus NBC, Western Home Program KNX, Union Oil Co. Program KFI, Vick's Open House CBS, Good Gulf Program CBS, Log Cabin Syrup Program NBC.

BAKER, JACK
Vocalist — NBC. Breakfast Club, Club Matinee, NBC Minstrels, NBC Nite Club, Palace Theater Program, Evans Fur Program, Fun and Music, Jack Baker.

BAKER, JERRY
Vocalist — WMCA, New York. Grandstand and Bandstand.

BAKER, KENNY
Vocalist — The Jello Program starring Jack Benny NBC.

BARBER, WILLIS
Vocalist — Cross-cuts from the Log o' the Day NBC, Sperry Matinee Special NBC, Southern Harmony Four NBC, Carefree Carnival NBC, Maxwell House Showboat Guest NBC, Sacramento Fair NBC.

BARRIE, CLYDE
Vocalist — Heinz Magazine of the Air Guest CBS, Hammerstein Music Hall Guest CBS, Americana CBS.

BARRIS, HARRY
Vocalist — Camel Caravan CBS.

BECKLOFF, DOROTHEA
Vocalist — Contented Hour NBC, Dodge Motors Program WBBM, I. J. Fox Program WTAM, RCA Program WTAM.

BELL, LULU
Vocalist — National Barn Dance NBC.

BENNETT, BETTY LOU
Vocalist—NBC. Bennett and Wolverton, National Barn Dance Guests, NBC Jamboree, Club Matinee, Breakfast Club.

BENNETT, LOIS
Vocalist — Waltz Time NBC, Sweetest Love Songs NBC, Hammerstein Music Hall CBS, Manhattan Merry - Go - Round NBC, Musical Moments MBS, The Hit Parade NBC, Metropolitan Opera Auditions NBC, General Motors Concert Hour NBC.

BERCH, JACK
Vocalist — Jack Berch and Orchestra CBS.

BODANYA, NATALIE
Vocalist—Sweetest Love Songs Ever Heard NBC.

BOWE, MORTON
Vocalist — Raleigh and Kool Cigarette Program NBC.

BRADLEY, JOE
Vocalist — NBC. The Ranch Boys, Tom Mix Straight Shooters, Fitch Jingle Show, Farm and Home Hour, Breakfast Club, Fibber McGee and Molly, Saturday Night Jamboree, Ranch Club Boys, Coca Cola Program, Fair Store Program, Club Matinee, Gene Arnold and the Ranch Boys, National Barn Dance, Red Cross Show, Paul Whiteman's Program.

BRADLEY, ROBERT HENRY
Vocalist — Public Service Co. of Colorado Program KLZ, Fahey-Brockman Clothing Co. Program KLZ, Kindel Bedding Co. Program KLZ, Heinz Magazine of the Air Guest CBS.

BRANCATO, ROSEMARIE
Vocalist — Twin Stars NBC.

BRANZ, CELIA
Vocalist — Continental Varieties NBC.

BRASHER, JAMES HENDRICKS
Vocalist — WCAU, Philadelphia. The Singing Parson.

BREEN, BOBBY
Vocalist—Texaco Town CBS.

BREEN, MAY SINGHI
Vocalist—Sweethearts of the Air NBC.

BRENEMAN, TOM
Vocalist — CBS. Good Afternoon Neighbors.

BRIAN SISTERS
Vocalists — Singtime MBS.

BROWN, CLEO
Vocalist — NBC. Standard Brands Program, Dodge Bros.

Program, Cleo Brown, NBC Nite Club.

BRUCE, CAROL
Vocalist — Lloyd Huntley Orchestra CBC, Molson Ale Program CBC, Joe Candullo Orchestra WAAB and WNAC, Frank Dailey Orchestra CBS, Nat Brusiloff Orchestra WMCA.

BUMPAS, CARL LEONARD
Vocalist — Camel Caravan CBS, Your Hollywood Parade NBC.

BURKE, CLYDE W.
Vocalist — Paul and Clyde WOR, Movie Pilot Show NBC, Nat Brusiloff Orchestra WMCA.

BURNS, BLYTHE TAYLOR
Vocalist — Federal Savings & Loan Corp. Program KECA.

— C —

THE CADETS QUARTET
Vocalists — NBC. NBC Jamboree, Breakfast Club, Club Matinee, Gene Arnold and the Cadets, Piccadilly Music Hall, Herald & Examiner Program, Peter Hand Brewing Co. Program, Coca Cola Program, Farm and Home Hour, The Cadets, NBC Nite Club.

CAMPBELL, JO
Vocalist—Vick's Open House CBS, Ry-Krisp Presents Marion Talley NBC, Kraft Music Hall NBC, California Hour KHJ, Forest Lawn Reunion of the States KNX, The Voice of Firestone NBC, Gilmore Circus NBC, Nash Program CBS, Fleischmann's Yeast Program NBC, RCA Magic Key Program NBC.

CARLAY, RACHEL
Vocalist — Manhattan Merry-Go-Round NBC.

CARLISLE, KITTY
Vocalist — Coca Cola Songshop CBS, General Motors Concert Guest NBC, Gulf Program Guest CBS, Ed Wynn Show Guest NBC.

CARROLL, MILDRED
Vocalist—Texaco Town CBS, Lux Radio Theater CBS, Sunrise Salute KNX, Western Home Hour KNX, Hollywood Hotel CBS.

CARSON, SHORTY
Vocalist — NBC. The Ranch Boys, Tom Mix Straight Shooters, Fitch Jingle Show, Farm and Home Hour, Breakfast Club, Fibber McGee and Molly, Saturday Night Jamboree, Ranch Boys, Coca Cola Program, Fair Store Program, Club Matinee, Gene Arnold and the Ranch Boys, National Barn Dance, Red Cross Show, Paul Whiteman's Program.

CASINO, DEL
Vocalist — Rippling Rhythm Revue NBC, Mark Warnow's Blue Velvet CBS, Al Pearce Show CBS, Noxzema Program CBS.

CASSEL, WALTER
Vocalist — Rubinoff and his Violin Program CBS, Musical Moments WBS, Hammerstein Musical Hall CBS, Rexall United Drug Program WBS-MBS, Sealtest Saturday Night Party NBC.

CHARIOTEERS Quartette
Vocalists—Atlantic Flash Program Guest CBS, General Electric Program Guest NBC, Royal Gelatin Hour Guest NBC, Firestone Program NBC, Musical Camera MBS, Watch the Fun Go By Guest NBC, Town Hall Tonight Guest NBC.

CHASE, CARL
Vocalist—NBC. Hollywood Hi Hatters. NBC Jamboree, Breakfast Club, Club Matinee.

CHESICK, MARGARET D.
Vocalist — Duke Power Co. Program WBT.

CHURCHILL, STUART
Vocalist — Sealtest Saturday Saturday Night Party NBC.

CLARK, BUDDY
Vocalist — Lucky Strike Hit Parade NBC-CBS, Watch the Fun Go By CBS, Buddy Clark Entertains CBS.

CLARK, RAYMOND (Buddy)
Vocalist—Original Community Sing CBS, Jolson Program CBS, Maxwell Coffee Showboat NBC, Chase & Sanborn Coffee Program NBC.

CLARK, SYLVIA
Vocalist—NBC. Nickelodeon.

CLEMENS, JACK
Vocalist — Jack and Loretta Clemens CBS.

CLEMENS, LORETTA
Vocalist — Jack and Loretta Clemens CBS.

CLIFTON, JANE
Vocalist—WMCA, New York. Rhythm and Romance, Grandstand and Bandstand, Madison



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CONNOR, NADINE
Vocalist — Maxwell House Showboat NBC, Vick's Open House CBS.

CONTINENTALS
The Vocalists NBC.

COOL, HARRY GLENN
Vocalist—Sunday Night Party WBBM, Harold Stokes Orchestra WGN, Fibber McGee and Molly NBC, Staff Soloist KMOX.

COOPER, JERRY
Vocalist — Krueger's Musical Toast NBC, Hollywood Hotel CBS.

CORNETT, ALICE
Vocalist—Coca-Cola Songshop CBS, Musical Moments WBS, Hammerstein Music Hall Guest CBS, Airbreaks NBC, Week End Review NBC.

CORNWELL, BLAINE
Vocalist—KVOO, Tulsa.

CRAIG, DONALD EDWARD
Vocalist — Kraft Music Hall NBC, Ry-Krisp Present Marion States KNX-KHJ-DLN, Gilmore Circus NBC, Bakers' Program Guest NBC.

CRAWFORD, ROBERT G.
Vocalist—KMBC, Kansas City, Mo. Midwesterners Quartet, The Texas Rangers CBS, Diamond City News Program, Box K Ranch Boys.

CRITTENDEN, JERRY
Vocalist — NBC, Words and Music.

CROOKS, RICHARD
Vocalist—Voice of Firestone NBC.

CRONENBOLD, EDWARD LEON
Vocalist—KMBC, Kansas City, Mo. Midwesterners Quartet, Diamond City News Quartet, Box K Ranch Boys, Texas Rangers CBS, Happy Hollow Humdingers Quartet.

CRUMIT, FRANK
Vocalist—Songshop CBS, Magazine of the Air CBS.

CYDE, SYLVIA
Vocalist—WOR, Newark, Staff, Metropolitan Auditions of the Air NBC, Ed Fitzgerald Program WOR, Norman Brokenshire Program WOR.

— D —

DAUM, MARGARET
Vocalist—CBS, Music of the Theater CBS.

DAVIES, EDWARD
Vocalist — NBC, Words and Music, RCA Magic Key Program, NBC Minstrel, Farm and Home Hour, Edward Davies, Promenade Concert.

DAVIS, JANET
Vocalist—KWKH, Shreveport.

DAVIS, JIMMY
Vocalist—KWKH, Shreveport, Frost Lumber Industries Program.

DEAN, DIXIE
Vocalist — Allan Courtney's Joymakers WNEW.

DEANE, BERNA
Vocalist — David Broekman Orchestra Program KHJ, Packard Program KFI, Listen Ladies KEHE, Jack Dunn's Orchestra KFAC.

DEBONNAIRES
Vocalists — Krueger's Musical Toast NBC.

DE LEATH, VAUGHN
Vocalist—Original Radio Girl NBC.

DELLA CHIESA, VIVIAN
Vocalist — NBC, Contented Hour, Ray Shield Revue, RCA Magic Key Program, Welcome Valley, Romance Melodies, Vivian Della Chiesa, Chicago Symphonic Hour, Promenade Concert, Gulf Oil Co. Program.

DE LYS, GOGO
Vocalist — The Minute Men NBC.

DENNIS, CLARK
Vocalist—NBC, Refreshment Club, Modern Cinderella, Musical Moments Guest, Hammerstein Music Hall Guest, Breakfast Club, NBC Minstrels, NBC Nite Club, NBC Jamboree, Club Matinee, Fibber McGee and Molly.

DE ROSE, PETER
Vocalist—Sweethearts of the Air NBC.

DICKENSON, JEAN
Vocalist — American Album of Familiar Music NBC.

DICKSON, DON
Vocalist — Sealtest Saturday Night Party NBC.

DRAGONETTE, JESSICA
Vocalist — Cities Service Concerts NBC, Palmolive Beauty Box Theater CBS.

DUEY, PHIL
Vocalist — Manhattan Merry-Go-Round NBC, Philip Morris Program CBS-NBC.

DUGART, PAULINE MARGARET
Vocalist—Royal Gelatin Hour

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—Scripts and Novelty Shows

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"THE OLD MAN OF THE MOUNTAIN" 5 times weekly—NBC Southeast Blue Network

"SUNDAY DRIVERS" Sundays, 3:30-4:00 P. M.—WEAF & Red Network

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NBC, Texaco Town CBS, Good Gulf Program CBS, Packard Summer Show NBC, Hollywood Hotel CBS, Watch the Fun Go By CBS, Eddie Peabody Program KFWB, Can You Write a Song KFWB.

DUMKE, RALPH
Vocalist—Quality Twins CBS.

DUNCAN, WILLIAM
Vocalist—WNEW, New York. Barney's Clothes Program, Slater's Furniture Co. Program.

DURBIN, DEANNA
Vocalist—Texaco Town CBS.

— E —

EARLE, EMILY
Vocalist — Town Hall Tonight Guest NBC, Barnstormers Guest WOR, Musical Camera Guest MBS, Norman Brokenshire's Variety Show Guest MBS.

EAST, ED
Vocalist—Quality Twins CBS.

DRAKE, RONALD
Vocalist — Burns and Allen with Ray Noble's Orchestra NBC.

EASTMAN, MARY
Vocalist — Waltz Time NBC.

EDDY, NELSON
Vocalist — The Chase & Sanborn Program NBC.

EDWARDS, BUDDY
Vocalist—The Adventures of Sonny and Buddy KFSD, KHJ, DLN.

ELDER, RICHARD LEON
Vocalist — Hollywood Hotel CBS, Your Hollywood Parade NBC, Miniature Playhouse KMTR, Funfare KFAC.

ESCORTS AND BETTY
Vocalists—NBC. Escorts and Betty, Morris B. Sachs Program, Coca Cola Program, Breakfast Club, Club Matinee, NBC Nite Club, NBC Jamboree, Piccadilly Music Hall.

ESCORTS QUARTETTE
Vocalists — WXYZ, Detroit. Hi-Speed Rhythmeers, Advance Men, Letter Men, Lone Ranger MBS-MRN.

EVERSON, JOE
Vocalist—General Mills Program CBS, Hymns of all Churches CBS.

— F —

FARRELL, GWENDOLYN
Vocalist — Norge Serenade WBIG, Golden Quarter Hour WBIG.

FAYE, ALICE
Vocalist — Chesterfield Hour CBS.

FAYRE, KAY
Vocalist — WBZ, Boston; WMAS, Springfield. Collins Radio Co. Program WMAS.

FESSLER, CARLOS
Vocalist — WHO, Des Moines. Songfellows Quartet, Sunset Corners Frolic, Keystone Fence Program, Curtiss Candy Program, Acme Products Program.

FIELDS, ARTHUR
Vocalist — Streamliners NBC, Old Man of the Mountain NBC, Sunday Drivers NBC.

FLANNERY SISTERS
Vocalists — WJJD, Chicago.

FLETCHER, GEORGE TEX (THE SINGING COWBOY)
Vocalist — Hammerstein Music Hall CBS, Al Pearce Show CBS, Zeke Manners Program WMCA, Montana Slim Program CBS, Ed Fitzgerald Program WOR, Norman Brokenshire Program MBS, Tex Fletcher Presents MBS, John Gambling's Morning Exercises WOR, The Village Barn Doin's WOR.

FORAN, DICK
Vocalist — Burns and Allen with Ray Noble's Orchestra NBC.

FOSTER, SALLY
Vocalist — Alka-Seltzer National Barn Dance NBC, Republic Steel Programs.

THE FOUR VAGABONDS
Vocalists — NBC. Standard Brands Programs, Amos 'n' Andy Minstrel, NBC Jamboree, NBC Nite Club, Breakfast Club, Club Matinee, Race Track Follies, The Four Vagabonds.

FRANCONI, TERRI
Vocalist — Continental Varieties NBC.

FROMAN, JANE
Vocalist—Jello Summer Show NBC.

FULTON, JACK
Vocalist — Poetic Melodies CBS.

— G —

GARY, SID
Vocalist—MBS.



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•

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NBC-RED NETWORK

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GAYNE, HOMER
Vocalist — Milnor's Importers KHJ, Paul Taylor Chorus NBC-CBS, Chase and Sanborn Program NBC, Forest Lawn KNX, Your Witness KNX.

GIAMO, ANTOINETTE
Vocalist — KIEV, Glendale; KFAC, Los Angeles.

GIANOTTI, CARLOS ALBERT
Vocalist — Cafe Porten KNX, Echo of Mexico KFVD, Congoin Yerba Mate KMTR, Rudolfo Hoyos Program KGER.

GIBSON, FREDDA
Vocalist — Studebaker Champions Program NBC, Alka Seltzer Transcribed Program MBS, Hammerstein Music Hall Guest CBS, Lucky Strike Hit Parade CBS-NBC, Lucky Strike Melody Puzzles MBS.

GIBSON, JULIE
Vocalist — Cocomalt Program CBS.

GRAHAM, ROSS
Vocalist—Cities Service Radio Concert NBC, Chevrolet Program Guest CBS, Hammerstein Music Hall Guest CBS.

GREY, ALLAN (LANNY)
Vocalist—Lucille and Lanny NBC, Town Hall Tonight NBC.

GRIFFEN, GEORGE
Vocalist—Master Kraft Program NBC, Turn Back the Clock NBC.

— H —

HALL, FRED
Vocalist—Streamliners NBC, Old Man of the Mountain NBC, Sunday Drivers NBC.

HALL, LIBBY
Vocalist — Air Breaks NBC, Major Bowes Capital Family CBS, Blue Serenade WMCA, Herbert's Diamond Program WMCA, King Arthur's Court WNEW.

HARRISON, FRANCES
Vocalist—WPFT, Raleigh.

HEAD, HUBERT EDWARD
Vocalist — Good Friday Program MBS, Kellogg's Talent Parade NBC, Maxwell House Showboat NBC, Good News of 1938 NBC, Lux Radio Theater CBS, Texaco Town CBS, Jack Oakie College CBS, Hollywood Mardi Gras NBC, Burns and Allen NBC, Shell Chateau NBC.

HEATHERTON, RAY
Vocalist—The Shaefer Revue NBC.

HELLER, JACKIE
Vocalist—NBC. Jackie Heller, Harry Kogen and Orchestra, Originalities, NBC Jamboree.

HENDRICKS, MARCELLA L.
Vocalist—WMBD, Peoria.

HICKMAN, CARL G.
Vocalist — KSTP, St. Paul. Clown Court, Knights of Note, The Household Forum, Hamm's Varsity Hour.

HILLIARD, HARRIET
Vocalist — Bakers' Broadcast NBC.

HINKEL, GEORGE W.
Vocalist — Orkil Electric Co. Program WTIC.

HODGES, JAMES ALLEN
Vocalist—WFAA, Dallas. Mrs. Tucker's Smile Program, Southland Life AiRevue, Modern Homemakers, Song to Remember, Hymn Program.

HONEYCUTT, EVELYN
Vocalist—WFAA, Dallas. Evelyn, Jack and Ivan, Evelyn and the Rhythm Rowdies, Evelyn and the Noveleers.

HOOBYAR, LUTHER
Vocalist — Lucca Restaurant Program KHJ-KNX-KMTR, Paris Inn Cafe Program KHJ-KNX.

HOLIDAY, FRANK, JR.
Vocalist—MBS.

HOLLAND, FRENCH H.
Vocalist—KFBI, Abilene.

HOPKINS, HOWARD DOC
Vocalist—WJJD, Chicago. Suppertime Frolic.

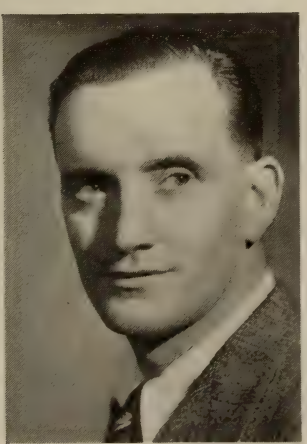
HULETT, JOHN
Vocalist—NBC. Hollywood Hi Hatters, NBC Jamboree, Breakfast Club, Club Matinee.

HULL, WARREN
Vocalist — Jack Haley's Log Cabin NBC.

HUME, HARRY M.
Vocalist—WFAA, Dallas. Riding with the Texas Rangers TQN, Nu-Mo-Cide Program, Captain Jolly and Crew TQN, Early Birds, The Pepper Uppers.

HUNSAKER, EARL EDMUND
Vocalist—Al Jolson Program CBS, Voice of Firestone NBC, Original Community Sing CBS, Paramount on Parade NBC, Packard Hour NBC, Lux Radio Theater CBS, Maxwell House Showboat NBC, Chase and Sanborn Hour NBC.

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— J —

JACKSON, RUTH
Vocalist—NBC. Hollywood Hi Hatters, NBC Jamboree, Breakfast Club, Club Matinee.

JAMISON, ANNE
Vocalist — Hollywood Hotel CBS.

JANES, ART
Vocalist — NBC, The Maple City Four. National Barn Dance, Meister Brow Beer Program.

JEPSON, HELEN
Vocalist — General Motors Concert NBC.

JOHNSON, THOMAS K.
Vocalist—WFAA, Dallas. Music Room Program.

JOHNSTON, JOHNNIE
Vocalist—NBC. Johnnie Johnston, Club Matinee, Breakfast Club, NBC Jamboree, NBC Nite Club, Piccadilly Music Hall, Corzon Co. Program.

JONES, ALAN
Vocalist — The Bakers' Program NBC.

— K —

KARGAU, OLGA
Vocalist — NBC. Farm and Home Hour, Words and Music, Commonwealth Edison Co. Program, Romantic Melodies, Davies and Kargau, The Story of Mary Marlin, Piccadilly Music Hall, When the Lights Are Low.

KELLY, DAN
Vocalist—WCAU, Philadelphia. The Old Inn Keeper, Household Finance Co. Program.

KENNEDY, REED
Vocalist—Songshop CBS.

KENT, PETER
Vocalist—Camel Caravan CBS, Tunes for Two KNX, Western Home Program KNX, On the Air CBS, Judy and the Jesters KNX.

KERR, DORIS MURIEL
Vocalist—Phil Baker Program Guest CBS, Town Hall Tonight Guest NBC, Songs by Doris Kerr CBS, Saturday Night Swing Club Guest CBS, Song Time CBS.

KERRIGAN, JACK H.
Vocalist—WHO, Des Moines. Kentucky Club All-Star Revue.

KING, ANNETTE
Vocalist — NBC. Breakfast Club, Club Matinee, NBC Nite Club, Piccadilly Music Hall, Farm and Home Hour, NBC Golf Clinic, Bachelor Poet.

KING, SAUNDERS
Vocalist—Cross-cuts from the Log o' the Day NBC, Sperry Matinee Special NBC, Southern Harmony Four NBC, Carefree Carnival NBC, Maxwell House Showboat Guest NBC, Sacramento Fair NBC.

KIRBERY, RALPH
Vocalist — The Dream Singer NBC.

KIRKPATRICK, JESS
Vocalist—WGN, Chicago. Melodies from the Sky, Rhythm and Romance, On a Sunday Afternoon.

KREGG, LUAN
Vocalist—WNEW, New York.

KRUSE, HENRY
Vocalist—NBC. Paul Taylor Chorus, Kraft Music Hall, Marion Talley Program, Forest Lawn Program, Gilmore Circus.

KUZELL, DUDLEY FRANCIS
Vocalist — Al Jolson Show CBS, Original Community Sing CBS, Showboat NBC, Lux Radio Theater CBS, Chase and Sanborn Program NBC, Paramount Studio Program KFI.

— L —

LA FRANCONI, TERRI
Vocalist—NBC.

LAMBERT, HAROLD (Scrappy)
Vocalist — Men-About-Town NBC.

LAMOUR, DOROTHY
Vocalist—The Chase & Sanborn Program NBC.

LANE, ROSEMARY
Vocalist — Your Hollywood Parade NBC.

LANGFORD, FRANCIS
Vocalist — Hollywood Hotel CBS.

LEE, JERRY
Vocalist — Howards Program WNEW, Finlay Straus Program WMCA.

LEE, LORETTA
Vocalist — Hollywood Hotel CBS, Fleischmann Program NBC, Richfield Oil Co. Program CBS.

LEE, WOODWARD (Red)
Vocalist—WBAP, Fort Worth. Cosden Higher Octanes, Hawk Brand Programs.

LEFTIN, LODI B.
Vocalist—WFAA, Dallas. The Pepper Uppers.

LE KRUEN, PIERRE
Vocalist — Manhattan Merry-Go-Round NBC.

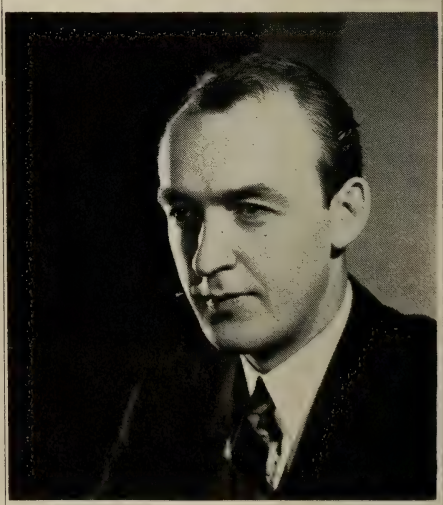
LENNOX, ELIZABETH
Vocalist—Broadway Varieties CBS.

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LEONARD, JACK
Vocalist — Raleigh and Kool Cigarettes Program NBC.

LEWIS, WELCOME
Vocalist—Omega Oil Program NBC.

LINWOOD, LUCILLE
Vocalist—Lucille and Lanny, Town Hall Tonight NBC.

LLOYD, SHIRLEY
Vocalist — The Bakers' Program NBC.

LYON, RUTH
Vocalist—NBC. Illinois Central Railroad Co. Program, Words and Music, Romance Melodies, Way Down Home, Roy Shield Revue.

— M —

McADAMS, ALONZO RAYMOND
Vocalist—Vick's Open House CBS, National Biscuit Co. Program NBC, Consolidated Edison Co. Program, Palmolive Beauty Box Theater of the Air CBS, American Album of Familiar Music NBC, Skinner Manufacturing Co. Program KWPO.

McCONNELL, ED
Vocalist — Sunday Afternoon with Smilin' Ed McConnell NBC.

McCRARY, DAVID SWITZER
Vocalist—WFAA, Dallas. Riding with the Texas Rangers TQN.

McCREA, MARGARET
Vocalist — Maxwell House Showboat NBC.

McGRATH, CLAYTON (Mac) D.
Vocalist — KSTP, St. Paul. Clown Court. Knights of Note, The Household Forum.

McKEEVER, JOHNNIE
Vocalist—WNEW, New York. Olsen Rug Co. Program, Canadian Fur Trappers Program, Barney's Clothes Program.

McKINLEY, BARRY
Vocalist—Chevrolet Program CBS, Griffin Shoe Polish Program NBC, Philip Morris Programs CBS-NBC, Cycle Trades Program Guest NBC, Admiracion Shampoo Program Guest MBS.

Mac ANALLY, MADGE
Vocalist—KWKH, Shreveport. Songs of Sentiment, Frost Lumber Industries Program.

MACDONALD, JEANETTE
Vocalist — Hollywood Hotel Guest CBS, Vick's Open House CBS.

MAC HUGH, EDWARD
Vocalist—The Gospel Singer NBC.

MADDEN, MABEL MOSS
Vocalist—WHO, Des Moines. Gingham Girl Flour Co. Program, F. & F. Cough Lozenge Program.

MAGEE, MONTE
Vocalist—Montee Magee, The Voice of the Southland KWKH.

MAHANEY, FRANCIS JR.
Vocalist — K M B C, Kansas City, Mo. The Texas Rangers CBS, Diamond City News Program, Box K Ranch Boys.

MANNERS, LUCILLE
Vocalist — Cities Service Concert NBC.

THE MAPLE CITY FOUR
Vocalist — NBC. National Barn Dance, Meister Brow Beer Program.

MARSEILLES, MAURINE
Vocalist — Mobile Magazine CBS.

MARSHALL, HELEN
Vocalist — Fireside Recitals NBC.

MARTIN, JOE
Vocalist — Ida Bailey Allen's Homemakers WHN, Broadway Melody Hour WHN, To the Ladies WHN, Around New York WHN, Julius Grossman Shoe Program WJZ.

MARTIN, TONY
Vocalist — Burns and Allen with Ray Noble's Orchestra NBC-CBS.

MARTINI, NINO
Vocalist — Chesterfield Program CBS.

MASSEY, LOUISE
Vocalist — Log Cabin Dude Ranch NBC.

MAXWELL, RICHARD
Vocalist — Songs of Cheer and Comfort CBS, Garden of Memories WOR, Community Sing CBS.

MAY, RODERICK SAMUEL
Vocalist — K M B C, Kansas City, Mo. Texas Rangers CBS, Box K Ranch Boys, Happy Hollow CBS, Diamond City News Program, Midwesterners Quartet.

MEISSNER, FRITZ
Vocalist — NBC. The Maple City Four. National Barn Dance, Meister Brow Beer Program.

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MELODY MEN QUARTET
Vocalists — KLZ, Denver.
MELTON, JAMES
Vocalist — The Sealtest Saturday Night Party NBC.
MEN ABOUT TOWN
Vocalists—Manhattan Merry-Go-Round NBC, Believe It or Not NBC.
MERCER, RUBY
Vocalist — Hollywood Mardi Gras NBC.
MILLER, WILLIAM
Vocalist — The Continentals NBC.
MILLS, FELIX
Director — NBC Pepsodent Program.
MODERN CHOIR
Vocalists — Maxwell House Showboat NBC.
MOODY, ROBERT
Vocalist — The Songsmiths NBC.
MORIN SISTERS
Vocalists — Sunset Dreams NBC.
MORRIS, WILLIE
Vocalist — Musical Camera NBC, Metropolitan Opera Auditions NBC, Musical Moments MBS-WBS, Rexall United Drug Program.
MUNN, FRANK
Vocalist — American Album of Familiar Music NBC, Waltz Time NBC.
MURRAY, BOB
Vocalist — Don Albert Orchestra WHN and WLW Line, Irving Aaronson's Commanders WHN and WLW Line, Nat Brusiloff and His Orchestra WMCA, Broadway Melody Hour WOR, Ray Block's Instrumentalists Guest CBS.
MUSE, CLARENCE
Vocalist — NBC Paducah Plantation.

— N —

NADES, MARION
Vocalist — WTAM-NBC, Cleveland. Lee Gordon Orchestra, Little Red Schoolhouse, Walter Logan Orchestra, Northern Lights NBC, Spang Safety Club Program.
NEAL, KAY LOUISE
Vocalist — WHO, Des Moines. Virginia Dare Program, Barn Dance, Coffee Pot Inn, Sunset Corners Frolic.
NEESE, ERLU
Vocalist — WBIG, Greensboro. Golden Quarter Hour, Dan Cupid's Hour.
NELLES, FLORIAN ELEANOR
Vocalist — WXYZ, Detroit. Recital MRN, Evening Melodies.
NELSON, CARL
Vocalist — WIBX, Utica. The Fairbanks Morse Sunday Afternoon Party, Major Bowes Amateur Hour CBS.
NICKSON, GEORGE
Vocalist — Women's Magazine of the Air NBC, Trails To Treasure Island NBC, America Sings NBC, Waltz Interlude NBC, Meet Your Neighbor, Ricardo and His Caballeros.
NIELSEN, GRACE
Vocalist — Packard Program NBC, Can You Write a Song KFWB, Eddie Cantor Program CBS.
NORMAN, DALTON
Vocalist — Sterling Insurance Co. Program KFAB and KFOR, Big Ben Tobacco Program WHO, Dalton Norman's Singing Cowboys and the Four Dons, Sunset Corners Frolic, Old Gardener.
THE NORSEMEN
Vocalists—Streamliners NBC.
NOUD, MARY AGNES
Vocalist — WXYZ, Detroit. The Girl Friend Trio MRN.
NURSE, ALVIN
Vocalist—Cross-cut from the Log o' the Day NBC, Sperry Matinee Special NBC, Southern Harmony Four NBC, Carefree Carnival NBC, Maxwell House Showboat Guest NBC, Sacramento Fair NBC.

— O —

O'CONNOR, CAVAN
Vocalist — BBC. The Vagabond Lover.
OLIVER, JULIAN C.
Vocalist — Vignettes KFAC, General Electric Program, Sunkist Program.
O'NEILL, JEAN
Vocalist—Griffin Shoe Polish Program NBC, Alka-Seltzer Transcriptions.
OSBURN, GERALD DILLARD
Vocalist — KWTO, Springfield, Mo. Brownlows Program, Montgomery Ward Program, Quinbarry Coffee Program.

— P —

PAGE, GALE
Vocalist — NBC. Tea Time

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PARKER, BOB
Vocalist—WMCA, New York. Nat Brusiloff and Orchestra, Madison Loan Program.

PARKER, FRANK
Vocalist — Rippling Rhythm Revue NBC, Chesterfield Program CBS.

PARSONS, CHAUNCEY ROBERT
Vocalist — Your Singing Neighbor WFAA, WBAP and TQN, Sunset Serenade CBS, Follies KMOX, Monday Evening Serenade KMOX.

PARSONS, JOE
Vocalist — Greater Sinclair Minstrels NBC, Alka-Seltzer National Barn Dance NBC.

PEAKER, BETH ADA
Vocalist — Farm and Home Hour NBC, Sunset Corners Frolic, WHO.

PEARY, HAROLD
Vocalist — NBC. Pat and Hank, NBC Minstrels.

PEERCE, JAN
Vocalist—Chevrolet Programs CBS, General Motors Concerts NBC, Magic Key Program NBC, Ben Bernie Program Guest NBC, Lucky Strike Program Guest NBC, Palmolive Program, Musical Moments MBS.

PELLETIER, JULANE
Vocalist — NBC. Sustaining.

PETTERSON, PAT
Vocalist — NBC. The Maple City Four, National Barn Dance, Meister Brow Beer Program.

PICKENS, JANE
Vocalist — The Sealtest Saturday Night Party NBC.

PLUNKETT, IVAN WAYNE
Vocalist — WFAA, Dallas. Evening, Blue Plate Mayonnaise Program, Good Old Timers, Ann, Jack and Ivan, The Pepper Uppers, Melody Souvenirs, Songs to Remember, Let's Remember, Mary Tucker's Big Brothers, Dallas Gas Co. Program, The Plainsmen, Southland Life AiRevue, Evelyn and Her Esquires, Employers Casualty Program.

PONS, LILY
Vocalist — Chesterfield Program CBS.

PONSELLE, CARMELLA
Vocalist — Broadway Varieties CBS.

POWELL, DICK
Vocalist — Your Hollywood Parade NBC, The Baker's Broadcast NBC.

PRICE, HOWARD
Vocalist — I. J. Fox Program NBC, Metropolitan Auditions NBC, Chevrolet Programs WBS.

PRIGMORE, JACK MILTON
Vocalist — WFAA, Dallas. Southland Life AiRevue TQN, Mrs. Tucker's Smile Program TQN, Pepper-Uppers, Modern Homemakers, Morning Song, Songs To Remember TQN, Hymn Program, Evelyn and Her Two Esquires.

— R —

RAINEY, "BUD"
Vocalist — Woman's Radio Bazaar WTIC.

RANCH BOYS
Vocalists—Tom Mix Straight Shooters NBC, Sunset Dreams NBC.

RANDALL SISTERS
Vocalists — Comedy Trio, Guest Stars.

RAYE, MARTHA
Vocalist — Lifebuoy Program CBS.

REES, HELEN GWETHOLYN
Vocalist — For Ladies Only WNEW, The Woman Shopper WAAT.

REID, DONALD
Vocalist — RCA Victor Program NBC, Holland House Coffee MBS, Johnson's Wax Program CBC.

RENAN, EMILE
Vocalist — Ida Bailey Allen's Homemakers WHN, Musical Travelogue WHN, Gateways to the Opera Company WQXR, Swing Symphony Swing WHN, Major Bowes' Capitol Family CBS, Salon Strings WQXR, Album of Song WHN, Postal Telegraph Program WINS, New York Town WHN, Broad-

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way Melody WOR and WHN.

RHODES, DORIS
Vocalist—CBS.

RHODES, JANE
Vocalist — The Packard Program NBC.

THE REVELERS
Vocalists—Cities Service Concert NBC.

RICE, AL
Vocalist — NBC. The Maple City Four, National Barn Dance, Meister Brow Beer Program.

RICHARDS, DON
Vocalist — Listeners Scrapbook WNEW, Allan Courtney's Joymakers, Michael's Department Store Program, Air Breaks NBC.

RING, BILL
Vocalist — KWTO, Springfield, Mo. Man At the Fair, Martin Bros. Piano Co. Program, Spelling Bee, Hollywood Notes and Music, Country Club, Crown Community Sing.

ROBERTS, JOHNNY
Vocalist—KWKH, Shreveport, Malt-O-Meal Program.

ROBERTSON, COLLINS TRAFTON
Vocalist — KVOO, Tulsa. Cozy Corner, Ship O' Dreams.

ROECKER, EDWARD
Vocalist — Pipe Smoking Time CBS.

ROSS, JACK
Vocalist — NBC. The Ranch Boys, Tom Mix Straight Shooters, Fitch Jingle Show, Farm and Home Hour, Breakfast Club, Fibber McGee and Molly, Saturday Night Jamboree, Ranch Boys, Coca Cola Program, Fair Store Program, Club Matinee, Gene Arnold and the Ranch Boys, National Barn Dance, Red Cross Show, Paul Whiteman's Program.

ROSS, LANNY
Vocalist — Maxwell House Showboat NBC, Hollywood Mardi Gras NBC.

THE ROYALISTS
Vocalists—NBC.

RUDD, LUANA
Vocalist—WNEW, New York. Michael's Department Store Program.

RUSSELL, TONY
Vocalist — WBZ and WBZA, Boston. Baritone.

RYAN, OLIVE W.
Vocalist — The Girl Friends Trio WXYZ, Silhouettes WJR.

— S —

SABLON, JEAN
Vocalist — RCA Magic Key Program NBC.

SALTER, RUTH
Vocalist—WFAA, Dallas. The Pepper Uppers.

SANDERSON, JULIA
Vocalist—Magazine of the Air CBS.

SCHMIDT, REINHOLD
Vocalist—Carnation Contented Program NBC.

SCOFIELD, WARREN DOANE
Vocalist—Sunday Morning at Aunt Susan's CBS.

SCOGGINS, J. P.
Vocalist—WFAA, Dallas. The Pepper Uppers, Riding with the Texas Rangers TQN, Captain Jolly and Crew TQN, Nu-Mo-Cide Program, Early Birds.

SEARS, CHARLES
Vocalist—NBC. Tea Time at Morrell's, Chicago Symphonic Hour, Promenade Concert, Words and Music, Farm and Home Hour, Charles Sears.

SENSABAUGH, LUDI MAI
Vocalist—WFAA, Dallas. The Pepper Uppers.

SHAW, JEANIE
Vocalist — WCAU, Philadelphia. Get Going, Studio A Revue, Songs by Jeanie Shaw, Jack Denny's Orchestra.

SHAW, OSCAR
Vocalist—Broadway Varieties CBS.

SHEEHAN, JOHN
Vocalist—Fitzgerald Brewing Co. Program WGY, A. Wayne Merriam, Inc. Program WGY, Whitney Stores Program Guest WGY, Melody Men Trio NBC.

SHERMAN, RANSOM
Vocalist—Club Matinee NBC.

SHREVE, BOB
Vocalist — WOWO-WGL, Fort Wayne. Perfection Show, Home Forum, Hoosier Hop, Farm Hour, Polly Pretends, Hollyhock Lane.

SIMMONS, ARVID (Doc) K.
Vocalist — KSTP, St. Paul. Clown Court, Knights of Note, The Household Forum.

SIMMONS, ROBERT
Vocalist—Cities Service Concerts NBC.

SINGER, SALLY
Vocalist — Krueger's Musical Toast NBC, Philip Morris Programs NBC-CBS.

SMALL, MARY
Vocalist—Mary Small's Junior Revue NBC.

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Vocalist — Sweet Swingsters KMBC.

SMITH, HAL JOHN
Vocalist—WIBX, Utica. The Fairbanks Morse Sunday Afternoon Party, Kids Karnival, Organ Program, Linger Awhile.

SMITH, JERRY
Vocalist—WHO, Des Moines. The Yodeling Cowboy, Good Morning Time, Sunset Corners Frolic, Corn Belt Hour, Oshkosh B' Gosh, Councilman Lem Turner.

SMITH, KATE
Vocalist — Bandwagon CBS, Kate Smith Hour CBS.

SMITH, KAY
Vocalist—WIBX, Utica. Ballads in Bass.

SMITH, J. B.
Vocalist — Riding with the Texas Rangers TQN, Early Birds WFAA, Southland Life Program WFAA, Primrose Program Guest WRR.

THE SONGSMITHS
Vocalists—Town Hall Tonight NBC, Your Hit Parade NBC.

SPEAKS, MARGARET
Vocalist—Voice of Firestone NBC.

STARRS, THE THREE RADIO
Vocalists—WDOD, Chattanooga.

STEELE, MARY
Vocalist — NBC. Farm and Home Hour.

STEELMAN, STUART A.
Vocalist—WHO, Des Moines. Songfellows Quartet, Sunset Corners Frolic, Keystone Fence Program, Curtiss Candy Program, Acme Products Program.

STEPHENS, ROZANNE
Vocalist — WOWO-WGL, Fort Wayne. Home Forum, Syncopation Personified.

STEVENSON, BETTY C.
Vocalist — The Girl Friends Trio WXYZ.

STEWART, ELLIOTT
Vocalist—WIBX, Utica.

STEWART, JUDY
Vocalist—WCAU, Philadelphia. Stewart Sisters Duo, Royal Gelatin Hour NBC, Town Hall Tonight Guest NBC, Watch the Fun Go By Guest CBS.

STEWART, JULIE
Vocalist—WCAU, Philadelphia. Stewart Sisters Duo, Royal Gelatin Hour NBC, Town Hall Tonight Guest NBC, Watch the Fun Go By Guest CBS.

STILLWAGON, BEVERLY J.
Vocalist — WXYZ, Detroit. Mountain Pete and His WXYZ Mountaineers MRN, Ford Farm Market Reporter MRN.

STONE, AURA (Al) LUTHER
Vocalist—KWTO, Springfield, Mo. Springfield Seed Co. Program, Lohmeyer-Windle Funeral Home Program, Crown Community Sing, Organ Reveries.

STUDER, ALEXANDER (A.)
Vocalist — KSTP, St. Paul. Clown Court.

SUTTON, PAUL
Vocalist — WHAS, Louisville. The Songmaster, Here's to You, Out of the Dusk, Louisville Dance Time, Remembering, Melody Cruise.

SWARTHOUT, GLADYS
Vocalist—National Ice Advertisers Program NBC.

— T —

TALLEY, MARION
Vocalist — Ry-Krisp Presents Marion Talley NBC.

PAUL TAYLOR CHORUS
Vocalists—The Bakers' Program NBC, Kraft Music Hall NBC.

TEMPLE, BROOKE
Vocalist — WHN, New York. Don Albert's Orchestra.

TEWSLEY, RICHARD H.
Vocalist—WXYZ, Detroit. Waikiki Wedding Preview Program MRN, Music in the Morning, Double or Nothing Preview Program.

THIBAUT, CONRAD
Vocalist — Hollywood Mardi Gras NBC.

THOMAS, THOMAS L.
Vocalist — Maxwell House Showboat NBC.

THOMPSON, KAY
Vocalist — Chesterfield Series WABC, Chevrolet Recordings WOR, Gulf Program CBS, De Soto Recordings WOR.

THREE ESQUIRES
Vocalists—Raleigh and Kool Cigarettes Program NBC.

TOLMAN, CLARENCE (Toley)
Vocalist—Mantag Furnace Co. Program KGW, Gevurtz Furniture Co. Program KEX, Pacific Power and Light Co. Program KIT-KUJ-KAST, Weisfield & Goldberg Co. Program, KEX Portland Public Schools Program KGW-KEX.

TOMLIN, PINKY
Vocalist—Texaco Town CBS, Rudy Vallee's Varieties NBC.

TURNER, JACK (Happy) C.
Vocalist — NBC. Tums Program, Louisville Gas & Electric Co. Program.

— U —

UNION SPIRITUAL QUARTET
Vocalists—KWKH, Shreveport.

— V —

VALENTINE, RANCE
Vocalist — WTAM, Cleveland. The Valentine.

VENUTA, BENAY
Vocalist—Benay Venuta Program MBS, Hammerstein Music Hall Guest CBS, Musical Cartoons MBS.

VERNE, LEE AND MARY
Vocalists — Alka-Seltzer National Barn Dance NBC.

VERRILL, VIRGINIA
Vocalist — Maxwell House Showboat NBC, Jack Haley's Log Cabin NBC.

VICKLAND, MELVIN PAUL
Vocalist—NBC, San Francisco.

VINCENT, LARRY
Vocalist—WCAU, Philadelphia. The Personality of Song and Piano, Graham-Paige Program.

— W —

WADE, FRED
Vocalist — WTIC, Hartford. The Artistry of Home-making, Hull's Hour of Cheer.

WENAAS, CATHERINE MARY
Vocalist—WHO, Des Moines Sunset Corners Frolic.

WERNER, WILLIAM S.
Vocalist—WFAA, Dallas. Riding with the Texas Rangers TQN.

WHALEY, BERT
Vocalist—Bicycle Party NBC.

WHITAKER, HAL
Vocalist — WFAA, Dallas Early Birds, Captain Jolly and Crew TQN, Nu-Mo-Cide Program, The Pepper Uppers.

WHITE, BOB CLARENCE
Vocalist—KWTO, Springfield, Mo. Brownlows Program, Roxy's Hat Shop Program, Hamlin's Wizard Oil Program, Electrolux Program, Montgomery Ward Program, Postal Life Insurance Co. Program, Allis-Chalmers Program.

WHITE, FRANCIA
Vocalist — Hollywood Mardi Gras NBC.

WHITEWAY BOYS' TRIO
Vocalists—Folies de Paree of the Air NBC.

WICKER, IRENE
Vocalist — The Singing Lady NBC, Irene Wicker's Music Plays MBS.

WILEY, JIMMY
Vocalist—KTBS, Shreveport.

WILLIAMS, JAN
Vocalist—WHO, Des Moines. Songfellows Quartet, Sunset Corners Frolic, Keystone Fence Program, Curtiss Candy Program, Acme Products Program.

WILLIS, CLAIRE
Vocalist—CBS-NBC.

WILSON, MURIEL
Vocalist — NBC Light Opera NBC.

WOLVERTON, RALPH JOSEPH
Vocalist — NBC. Bennett and Wolverton, National Barn Dance Guests, NBC Jamboree, Club Matinee, Breakfast Club.

WOOD, BARRY
Vocalist — Drene Programs NBC, Earaches of 1938 CBS.

WOOD, ELOIS
Vocalist—KVOO, Tulsa. Elois and Her Swing Four.

WOOD, TRUDY
Vocalist — Hollywood Mardi Gras NBC.

WOODWARD, HUBERT L.
Vocalist — WFAA, Dallas. Southland Life AiRevue. Plainsmen Quartet, Mrs. Tucker's Smile Program, Imperial Male Quartet, The Pepper Uppers.

WRIGHT, EDYTHE
Vocalist—Tommy Dorsey and His Orchestra NBC.

— Y —

YANKEE, HELEN
Vocalist — Ford Sunday Evening Hour CBS, Barbasol Program NBC, Refiners Gasoline Program WLW, State Insurance Program WLW, Morton Gould Orchestra WOR, Norman Brokenshire Variety Program MBS, Maxwell House Program Guest NBC.

— Z —

ZAROVA
Vocalist — Russian Rhapsody NBC, California Concert NBC.

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—Ruskin.

Key to Network Affiliation Abbreviations

CBS—Columbia Broadcasting System; CN—Colonial Network; DLN—Don Lee Network; IN—Intercity Network; MBS—Mutual Broadcasting System; MN—Michigan Network; NBC—National Broadcasting Company; TQN—Texas Quality Network; YN—Yankee Network.

— A —

AARONSON, IRVING
Orchestra Leader—WHN.

ANDALORO, RUSS
Orchestra Leader — Ford Motor Co. Spot Program WBRE, Sustaining Programs WSYR, WBRE, WGBI, WPG, WAZL.

ARD, JAMES WILBUR
Orchestra Leader — WFAA, Dallas. Early Birds, Nu-Mo-Cide Program, Evelyn and the Noveleers.

ARDEN, VICTOR
Orchestra Leader — Smith Bros. Melody Matinee NBC, Broadway Merry-Go-Round NBC, Broadway Varieties CBS, Sweetest Love Songs Ever Heard NBC.

ARMBRUSTER, ROBERT
Orchestra Leader—The Chase & Sanborn Program NBC.

ARMSTRONG, LOUIS
Orchestra Leader — Harlem Revue NBC.

— B —

BARRON, BLUE
Orchestra Leader—NBC.

BAY, VICTOR
Orchestra Leader—CBS Musical Album, Theater of the Air, Town Crier, Song Time, Columbia Concert Hall, CBS Shakespearean Programs, Essays in Music.

BERNIE, BEN
Orchestra Leader—Ben Bernie and all the Lads NBC-CBS.

BERRY, HUGH
Orchestra Leader — KWKH, Shreveport. The Five Aces, Sterling Casualty Insurance Co. Program.

BLACK, FRANK
Orchestra Leader — Carnation Contented Program NBC, The Magic Key Program NBC.

BLAUFUSS, WALTER
Orchestra Leader—NBC. Farm and Home Hour, Breakfast Club, Good Morning Melodies, Viennese Ensemble, Club Matinee, Walter Blaufuss and Orchestra.

BLOCH, RAY
Orchestra Leader — CBS. Krueger's Musical Toast, Instrumentalists, Six Swell Tunes, Captivators, Ray Bloch's Varieties, Buddy Clark, Patti Chapin, Del Casino, Doris Kerr, Ruth Carhart, Metropolitan Parade, Dear Columbia, Novelteers, Dixie Serenaders, Ray Heatherton.

BOURDON, ROSARIO
Orchestra Leader—Cities Service Program NBC.

BRADLEY, OSCAR
Orchestra Leader—Gulf Program CBS.

— C —

CHANDLER, REX
Orchestra Leader — Universal Rhythm CBS, NBC.

CHERNIAVSKY, JOSEPH
Orchestra Leader — Musical Camera NBC.

CLARK, ALLAN
Orchestra Leader—WKY, Oklahoma City.

CLAUSER, AL
Orchestra Leader—WHO, Des Moines. The Oklahoman Outlaws, Sunset Corners Frolic, Oshkosh B' Gosh, Original Chippewas, Crazy Fizz Program, Morton Salt Co. Program, Household Magazine Program.

COLEMAN, EMIL
Orchestra Leader—NBC.

COOPER, AL
Orchestra Leader—Savoy Ballroom Program WNEW.

— D —

DAMROSCH, DR. WALTER
Orchestra Leader—NBC Music Appreciation Hour NBC.

D'ARTEGA
Orchestra Leader—The Jello Summer Program NBC, Tim and Irene MBS.

DOLAN, BOBBY
Orchestra Leader — Sealtest Saturday Night Party NBC.

DONNIE, DON
Orchestra Leader—Manhattan Merry-Go-Round NBC.

DORSEY, TOMMY
Orchestra Leader — Kool and Raleigh Cigarette Program NBC.

DUCHIN, EDDY
Orchestra Leader — Elizabeth Arden Program NBC; MBS, Koppers Coke Co. Program NBC.

— E —

ERWIN, VICTOR ASTOR
Orchestra Leader—Wheatena Program CBS.

— F —

FERRARO, SALVI JOHN
Orchestra Leader — WIBX, Utica. The Fairbanks Morse Sunday Afternoon Party. The Show is On.

FIELDS, SHEP
Orchestra Leader — Shep Fields and His Rippling Rhythm Revue NBC.

FINNEY, HENRY P.
Orchestra Leader—WXYZ, Detroit.

FIORITO, ERNIE
Orchestra Leader—Music by Program Guest WOR.

FIO-RITO, TED
Orchestra Leader — Jack Haley's Log Cabin NBC.

FORBSTEIN, LEO
Orchestra Leader — Your Hollywood Parade NBC.

— G —

GALLICCHIO, JOSEPH
Orchestra Leader — NBC. Amos 'n' Andy, Welcome Valley, Breakfast Club, Farm and Home Hour, Gallicchio and Orchestra.

GLUSKIN, LUDWIG
Orchestra Leader — CBS. America Dances, The World Dances, On the Air, World's Peaceways, Campbell's Tomato Juice Program, Hollywood Showcase, The People's Choice.

GOODMAN, AL
Orchestra Leader—Hit Parade CBS-NBC, Palmolive Beauty Box Theater CBS, Your Hollywood Parade NBC.

GOODMAN, BENNY
Orchestra Leader — Camel Caravan CBS.

GORDON, LEE
Orchestra Leader — WTAM, Cleveland. Spang Safety Police Club Program, Cobwebs and Cadenza, RCA Family Circle, City Loan Co. Program, Northern Lights NBC.

GREEN, JOHNNY
Orchestra Leader — Packard Program NBC.

GRIER, JIMMY
Orchestra Leader — Joe Penner Program CBS, Fibber McGee and Molly NBC, Olson and Johnson Program, Bing Crosby - Woodbury Program, Hall of Fame, Jack Benny-General Tire Program, Lucky Strike Program.

GROFE, FERDE
Orchestra Leader—Chase National Bank Program CBS, Sealtest Saturday Night Party NBC.

— H —

HAENSCHEN, GUSTAVE
Orchestra Leader — American Album of Familiar Music NBC, The Songshop CBS.

HARRIS, PHIL
Orchestra Leader—The Jello Program Starring Jack Benny NBC.

HEIDT, HORACE
Orchestra Leader — Horace Heidt and his Brigadiers CBS, NBC.

HILL, TEDDY
Orchestra Leader—Good Time Society NBC, Savoy Ballroom Program WNEW and WMCA.

HIMBER, RICHARD
Orchestra Leader—Studebaker Program NBC, Lucky Strike Hit Parade NBC, Coffee Club MBS, Lucky Strike Melody Puzzles MBS, Magic Key Program Guest NBC.

HOFF, CARL
Orchestra Leader—Watch the Fun Go By CBS.

— J —

JANSSEN, WERNER
Orchestra Leader — The Bakers' Program NBC, The Chase and Sanborn Program NBC.

— K —

KAYE, SAMMY
Orchestra Leader—MBS and MRN.

KEMP, HAL
Orchestra Leader — Chesterfield Program CBS.

KING, WAYNE
Orchestra Leader—Lady Esther Serenade NBC.

KOESTNER, JOSEF
Orchestra Leader — Ry-Krisp Presents Marion Talley NBC.



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KOGEN, HARRY
Orchestra Leader—NBC. Kaltenmeyer's Kindergarten, Club Matinee, NBC Nite Club, NBC Jamboree, NBC Minstrels, Harry Kogen and Orchestra, Your Health.

KOSTELANETZ, ANDRE
Orchestra Leader — Chesterfield Program CBS.

KROLL, NATHAN
Orchestra Leader — American Bankers Association Program WBS.

KRUEGER, BENNY
Orchestra Leader—Pipe Smoking Time CBS.

KYSER, KAY
Orchestra Leader — Elgin Watch Co. Program CBS, Willys Automobile Co. Program MBS, Kyser's College Musical Knowledge MBS.

— L —

LAMBERTZ, KARL J.
Orchestra Leader — WFAA, Dallas. Music Parade, Good Old Timers, Honeyouth Masquerade, Music Room, Song of the Strings.

LOGAN, WALTER
Orchestra Leader — WTAM, Cleveland. Concert Miniatures, Walter Logan's Musicale, Symphonic Variations, Golden Strings.

LOMBARDO, GUY
Orchestra Leader — Bond Bakers Program CBS.

LYMAN, ABE
Orchestra Leader — Waltz Time NBC.

— M —

MARIANI, HUGO
Orchestra Leader — Bicycle Party NBC.

MARTIN, FREDDY
Orchestra Leader—Penthouse Serenade NBC.

MAUPIN, REX A.
Orchestra Leader—NBC. Public Hero No. One, Farm and Home Hour, Breakfast Club, Club Matinee, NBC Minstrels, Kaltenmeyer's Kindergarten, NBC Jamboree, NBC Nite Club.

MILLER, JACK
Orchestra Leader—Bandwagon CBS, Kate Smith Hour CBS.

MITCHELL, CHARLES
Orchestra Leader — Charles Mitchell and His Magic Melodies KTBS.

MOORE, HAL
Orchestra Leader — WBIG, Greensboro. Traders-Chevrolet Program.

MORGAN, RUSS
Orchestra Leader — Johnny Presents NBC-CBS.

— N —

NELSON, OZZIE
Orchestra Leader — Baker's Broadcast NBC.

NOBLE, RAY
Orchestra Leader—Coty Perfume Program NBC, Coca Cola Program CBS, Magic Key Program NBC, Burns and Allen Program NBC.

— P —

PAIGE, RAYMOND
Orchestra Leader—Hollywood Hotel CBS, Hollywood Mardi Gras NBC.

PELLETIER, WILFRED
Orchestra Leader — Metropolitan Auditions of the Air NBC.

PRIOR, WILL
Orchestra Leader—NBC. John Barrymore-Shakespeare Broadcasts, Mar-O-Oil Program.

— R —

RAPEE, ERNO
Orchestra Leader — General Motors Concert NBC, Radio City Music Hall on the Air NBC.

REISMAN, LEO
Orchestra Leader — Schaefer Revue NBC.

RENARD, JACQUES
Orchestra Leader — Texaco Town CBS.

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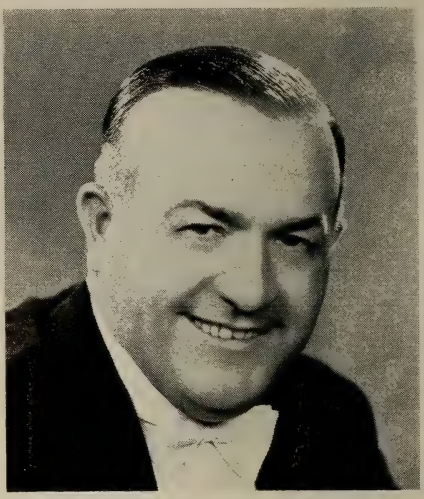
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REULEAUX, WALTER H.
Orchestra Leader — WFBM, Indianapolis.

RICKEY, AL
Orchestra Leader—Follies de Paree of the Air NBC.

ROLFE, B. A.
Orchestra Leader—Believe It or Not NBC.

— S —

SAGERQUIST, ERIC
Orchestra Leader — First Nighter NBC.

SALTER, HARRY
Orchestra Leader — Lucky Strike Hit Parade CBS-NBC, Hudson Motors Hobby Lobby CBS, Your Unseen Friend CBS.

SEIDEL, EMIL
Orchestra Leader — Singtime MBS.

SHIELD, ROY
Orchestra Leader—NBC. Tea Time at Morrell's, Carnation Contented Hour, RCA Magic Key Program, Zenith Foundation, Promenade Concert, Shield Revue, Roy Shield Encore, Romance Melodies.

SIMONS, SEYMOUR
Orchestra Leader — Romantic Rhythms CBS.

SMALLENS, ALEXANDER
Orchestra Leader — Sealtest Rising Musical Stars NBC.

SOSNIK, HARRY
Orchestra Leader—Hollywood Playhouse NBC.

SPITALNY, PHIL
Orchestra Leader—The Hour of Charm NBC.

STEVENS, LEITH
Orchestra Leader—CBS. Staff Conductor. Saturday Night Swing Club, Leith Stevens Harmonies.

ST. LEGER, FRANK
Orchestra Leader — Fireside Recitals NBC.

STOKES, HAROLD BARKLEY
Orchestra Leader—WGN, Chicago.

STOLL, GEORGE
Orchestra Leader — Camel Caravan CBS.

STOPAK, JOSEF
Orchestra Leader—Continental Varieties NBC.

SWANSON, BILLY
Orchestra Leader—NBC.

— T —

TUCKER, TOMMY
Orchestra Leader — Thirty Minutes in Hollywood MBS.

— V —

VALLEE, RUDY
Orchestra Leader—The Royal Gelatin Program NBC:

VAN STEEDEN, PETER
Orchestra Leader—Town Hall Tonight NBC. Lucky Strike Hit Parade CBS.

VOORHEES, DON
Orchestra Leader — Cavalcade of America CBS.

— W —

WARNOW, MARK
Orchestra Leader—Blue Velvet Orchestra CBS. We the People NBC-CBS, Bambi NBC, Lucky Strike Hit Parade NBC-CBS, Earaches of 1938 CBS, Heinz Magazine of the Air CBS, Fels Naptha Program CBS.

WEBB, CHICK
Orchestra Leader—Oldsmobile Program Guest NBC, Good Time Society NBC, Saturday Night Swing Session Guest CBS, Martin Block's Swing Session WNEW, Savoy Ballroom Program NBC-WNEW-WMCA.

WEBER, MAREK
Orchestra Leader—NBC, RCA Magic Key, Carnation Milk Program.

WHITEMAN, PAUL
Orchestra Leader—CBS Chesterfield Program.

WILKERSON, H. C.
Orchestra Leader—The Range Riders KWKH.

WILLSON, MEREDITH
Orchestra Leader—Good News of 1938 NBC.

WIRGES, BILL
Orchestra Leader — Home Towners NBC.

— Y —

YOUNG, VICTOR
Orchestra Leader — Lifebuoy Program CBS.

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— A —

ANDERSON, RICHARD HAHNEN
Writer—WHO, Des Moines.

ANDREE, EDITH
Writer — WWRL, New York. Myra und Gerda, German Housewife's Hour, Children's Hour.

— B —

BARNES, FORREST
Writer—Thrills NBC. Shakespearean Series NBC. Hollywood in Person CBS, The Barnstormers KFI.

BARRIE, AL
Writer — Al Barrie's Mellydrammers WNEW.

BELOIN, ED
Writer—Jello Show NBC.

BERG, GERTRUDE
Writer—The Goldbergs NBC.

BIEBL, LESLIE F.
Writer—WPTF, Raleigh.

BLANC, HENRY
Writer—WFBR, Baltimore.

BLOCK, HAL
Writer — Gulf Gas, Grape Nuts, Studebaker CBS, Packard, Palmolive NBC.

BRIGGS, MARIE
Writer—WOWO, Fort Wayne. Adventures of Buck Owens, Hollyhock Lane, Clara and Maggie, Zero Hour.

BROWN, BEVERLY
Writer—WWL, New Orleans. Buster Brown's Adventures.

BRYAN, ARTHUR Q.
Writer—Bill and Ginger CBS, Raising Your Parents NBC, KFWB.

BUTTERFIELD, WALTON
Writer—Do You Want To Be an Actor NBC, Hollywood in Person NBC, Preview Tonight KECA.

— C —

CATANICH, JOSEPH GEORGE
Writer—KFWB, Los Angeles. Community Mobilization for Human Needs Programs.

CHAPMAN, BRUCE
Writer — The Answer Man WOR.

CHEVIGNY, HECTOR
Writer — Hollywood Hotel CBS, Lady of Millions.

CLARK, CLIFF
Writer—Gilmore Circus NBC.

COLBERT, LYNN
Writer—Fog KHJ.

COLE, ALZONO DEAN
Writer — The Witch's Tale MBS.

COLLINS, ALLAN FREDERICK
Writer — WOWO and WGL, Fort Wayne. Skid Kelly.

COOL, GOMER
Writer—KMBC, Kansas City, Mo. Box K Ranch, G. E. Gossip Club, Texas Rangers CBS.

CORNWELL, BLAINE
Writer—KVOO, Tulsa. Among My Souvenirs.

COX, JAMES E.
Writer — KFAB and KFOR, Lincoln. Nerves of Steel, The Goodfellows Present, Bob Daring's Adventures in the Army, History of KFOR.

— D —

DALY, ARTHUR JOHN
Writer—Pontiac Varsity Show NBC.

DE HAVEN, J. ROBERT
Writer — Brains of Bright Hope, Calling All Tourist Cars.

DEMLING, BILL
Writer — Hollywood Mardi Gras NBC, Mickey Mouse Theater NBC.

DOUGALL, TOM
Writer—WXYZ, Detroit. The Story of Ann Worth MN.

DUNN, EDWARD (EDDIE) WESLEY
Writer—WFAA, Dallas. Pepper Cadets.

DUPRE, HENRY PHILLIPS
Writer—WWL, New Orleans. Street Broadcast, Souvenirs.

— E —

ELLIS, CAROLINE CROCKETT
Writer — Travels of Mary Ward KMBC, Wheat CBS.

ELMAN, DAVE
Writer — Hobby Lobby MBS and CBS.

— F —

FINESHRIBER, WILLIAM H. JR.
Writer—CBS. Essays in Music, Mozart Cycle, N. Y. Philharmonic Symphony Lewisohn Stadium Concerts, Our American Neighbors, Bases of Piano Literature, Library of Congress Series, Howard Barlow's Pop Concerts, Evenings with Papa Haydn, Chesterfield Summer Show, Sonata Series, Unusual Music Series, Musical Americana, CBS Guest Conductor Series, The Story of Song, Columbia's Concert, Margaret Daum and the Columbia Concert Orchestra.

FRAILEY, PAUL M.
Writer—WCAU, Philadelphia. Somebody's Son, Dramas of Science.

— G —

GILL, FRANK JR.
Writer — Texaco Town CBS, The Perfect Fool, Ed Wynn NBC, Al Jolson Show CBS, Revue De Paree NBC, Hollywood Mardi Gras NBC, Your Hollywood Parade NBC.

GORDONI, LILLIAN
Writer — Big City Parade WLS, Gordoni Radio Party WSBC.

GOSCH, MARTIN
Writer—CBS.

GOTHAM, VIRGINIA
Writer — WMCA, New York. Six Star Revue.

GOTTLIEB, JOSEPH
Writer—WCAU, Philadelphia. State of Pennsylvania Safety Campaign Programs, Sacred Flame, Inquirer Hero Award, Get Going.

GRIFFIN, BOBBY
Writer — WHO, Des Moines. Virginia Dare Programs.

GROMBACH, JEAN V.
Writer.

— H —

HALE, CECIL
Writer—WFAA, Dallas. Melody Souvenirs, TQN, Songs to Remember TQN, Friendship Corners TQN, Captain Jolly and Crew TQN, Good Old Timers.

HAMMER, SAM
Writer—How About It WOR, Your Invention WMCA.

ARTHUR Q. BRYAN

Writer-Producer

K. F. W. B.

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"Bill & Ginger"—C.B.S.
"Raising Your Parents"—N.B.C.

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HARVEY, HELEN GOULD
Writer — Burns and Allen NBC.

HAWTHORNE, BEN
Writer—G. Fox & Co. Program WTIC.

HEATH, HY
Writer — KWKH, Shreveport. Grits and Gravy, The Times Family, Odd Quirks in the News.

HECKLE, MARGARET
Writer — Across the Breakfast Table KMBC and WBBM.

HINES, JOHN HENDERSON
Writer—CBS. Broadway Matinee, Thursday Matinee, Ray Block's Varieties, Metropolitan Parade, Dear Columbia, Your Hit Parade.

HOLLAND, FRENCH HERSCHEL
Writer—KFBI, Abilene. Continuity.

HOSS, DAVE
Writer—KORE, Eugene. Continuity.

HUFFMAN, DOROTHY McCUNE
Writer—KVOO, Tulsa. Look Out It's a Racket, South American Echoes, Brenner the Tailor, The Mothers.

HUMMERT, ANNE
Writer — Hammerstein Music Hall of the Air CBS.

HUMMERT, FRANK
Writer—Manhattan Merry-Go-Round NBC, The American Album of Familiar Music NBC, Waltz Time NBC.

— J —

JACKSON, CHARLES REGINALD
Writer—CBS. Living Dramas of the Bible.

JONES, ARCHDALE J.
Writer—Hollywood Extras on the Air NBC.

JORDAN, CORINNE
Writer — K S T P, St. Paul. Daily Messenger, Afternoon Edition, Auntie Corinne's Little Corner Cupboard.

— K —

KEEHN, NEAL
Writer—Across the Breakfast Table KMBC and WBBM.

KELLEY, LAWRENCE
Writer—WXYZ, Detroit. Continuity.

KIDDER, HUGH
Writer — Federal Theater of the Air, Spotlight Dramas KFVD.

KIDDER, PATRICIA BURNS
Writer — KLZ, Denver. Gas Hospitality Program, Virginia Shaw, Homemakers' Hour.

KROSS, RICHARD HARDING
Writer—How To Become an American Citizen, Your Radio Playhouse, School for Adults.

KUHL, HILARY DENLEY
Writer — WOWO and WGL, Fort Wayne. Will - O' - The-Wisp.

KURTZMAN, DR. SAMUEL
Writer — Eddie Cantor Programs CBS and NBC, Jack Oakie Camel Caravan CBS, Joe Cook-Royal Gelatin Hour NBC.

— L —

LAWRENCE, MORTON (MORT)
Writer — Sleepy Hollow and Happy Valley Programs WCAU and WOR, The Goldfish Bowl KYW.

LEWERTH, MARGARET
Writer — CBS. Song Time, Make Believe, Leith Stevens Harmonies, Chesterfield Program, Lucky Strike Program, National Aviation Program, Women's Explorers Program, Fur Show Program, Fashion Show Program.

LEWIS, MORT
Writer — Pick and Pat Program CBS, Willie Howard Programs NBC, Molasses and January Programs NBC, Jack Buchanan NBC.

LINKROUM, RICHARD LEWIS
Writer—CBS. Tuesday Matinee, Thursday Matinee, Music in the Air, As You Like It, Metropolitan Parade.

LINN, MARTHA
Writer—Rhythm in the Air W M A Q, Teatime Varieties WMAQ, Music Circle WENR, Romance and Rhythm WMAQ, Morning Greetings WMAQ.

LITTLE, JAMES B.
Writer—WPTF, Raleigh. Continuity.

LUCAS, PAUL E.
Writer—Your Radio Journal.

LYNCH, EDWARD MAYNARD
Writer—Romances of a City

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LYNN, EDWARD
Writer—Hollywood in Person CBS, Moving Stories of Life, Reunion of the States KHJ, Frontier Fighters, Presidents on Parade KGFJ, Flag Day Program KNX, Layman's View of the News KNX, Lucky Victims of Misfortune, Habits of History KMPC, Tales of Old Judea MBS, Vicks Open House Guest.

— M —

MACK, NILA
Writer—CBS. Let's Pretend, Sunday Morning At Aunt Susan's, Funny Things.

MACKENZIE, DOROTHY
Writer — Back Seat Driver NBC.

MAHONEY, WILKE
Writer—Gags.

MARKS, LAWRENCE
Writer — Hi There Audience MBS.

MAXWELL, TED
Writer — NBC. Hawthorne House, Memory Lane, Death At Midnight.

MEDBURY, JOHN P.
Writer—NBC, CBS.

MERRILL, HOWARD
Writer—On Broadway NBC.

MILLER, BARNEY RONALD
Writer—KGW and KEX, Portland.

MOCK, BILL RUSSELL JR.
Writer—KVOS, Bellingham.

MOLTZNER, MASON BARKER
Writer—KGW, Portland. On the Oregon Trail, Portraits of the Masters.

MORROW, BILL
Writer—Jello Show NBC.

MORSE, CARLTON ERROL
Writer — One Man's Family NBC.

MOSS, TERRY LOAN
Writer — KGBX and KWTO, Springfield, Mo. Short-Wave Observations.

MURPHEY, EDWARD
Writer — KWKH, Shreveport. The Surprise Package, Memory Baseball, Memory Football, The Q Club.

MURPHY, ROBERT LEO
Writer—KSTP, St. Paul. Continuity.

— N —

NEVINS, TOBY
Writer—KVOO, Tulsa, Okla. Staff Frolic, Breakfast Club, Sunday Afternoon Social.

— O —

OBOLER, ARCH
Writer — Your Hollywood Parade CBS, Royal Gelatin Hour NBC, Lights Out NBC.

ORRISON, JACK
Writer—Adam and Eve NBC.

ORRISON, MARGARET
Writer—Adam and Eve NBC.

OSGOOD, RICHARD ELMER
Writer—WXYZ, Detroit. The Factfinder MN. The Lost Moment, Happy Rhythm, Success Story.

— P —

PARKER, JOE (G.)
Writer — NBC. The Best of the Week.

PAYTON, BOB
Writer—Jerry of the Circus. (Transcriptions.)

PERRIN, SAM
Writer—Good Gulf Gas Program CBS, Maxwell House Coffee Program NBC.

PERRINE, DR. GEORGE HOSBROOK
Writer — WIBX, Utica. The Wildings.

PHILLIPS, ARTHUR B.
Writer—Good Gulf Gas Program CBS, Maxwell House Coffee Program NBC.

— Q —

QUINN, DON
Writer — Fibber McGee and Molly NBC.

— R —

RAFTIS, LILLIAN
Writer—WSBC, Chicago.

RAINEY, "BUD"
Writer—Woman's Radio Bazaar WTIC.

REIS, IRVING
Writer—CBS. Columbia Workshop, Meridian 7-1212, St. Louis Blues, Split Seconds, Twelve Crowded Months, Marconi, Sweep.

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ROBERTSON, COLLINS TRAFTON
Writer—KVOO, Tulsa. Sunday Afternoon Social, Wanderlust Trail.

ROBSON, WILLIAM N.
Writer—Chicago Charter Jubilee Broadcasts CBS and NBC, Columbia Medal Award to WHAS CBS, Lindbergh Anniversary Broadcast CBS, Alice in Wonderland CBS, Heinz Magazine of the Air CBS.

ROSS, BILL
Writer—KGW and KEX, Portland. Continuity.

ROTHERT, CARL
Writer—WOWO, Fort Wayne. Roadway Alibis.

— S —

SCOTT, ASHMEAD
Your Witness.

SHERMAN, RANSOM MILES
Writer — NBC. NBC Nite Club, Club Matinee.

SHIRLEY, VIVIAN
Writer—WNEW, New York.

SMITH, ROBERT PAUL
Writer — CBS. Music from Hollywood, Chesterfield Presents, Saturday Night Swing Session, Mark Warnow's Blue Velvet Program.

STEELE, BETTY ANN
Writer — WHN, New York. Midday Reveries.

STIRLING, NORA
Writer — Funny Things CBS, Bank Holyday.

STRIKER, FRAN
Writer—WXYZ, Detroit. Lone Ranger MN, Green Hornet MN.

— T —

TAYLOR, MASON C.
Writer—WIBX, Utica.

THOMAS, KEN
Writer — WIBX, Utica. Kiwanis Safety Programs, The Fairbanks Morse Sunday Afternoon Party, Gold Medal Brain Teasers.

THOMAS, ROLLYN O.
Writer — WXYZ, Detroit. Coach Zip, Football Forecasters, Baseball Resume, Junior Maccabees Revue.

TILLSON, KENNETH HILL
Writer—KGW and KEX, Portland. Homicide Squad, Great Moments in History, Oregonian on Review, Prevue, Geographical Travelog, Hospitality House.

TOOKE, CLARA
Writer—WOWO, Fort Wayne. Clara and Maggie.

— V —

VALENTINE, RANCE
Writer — WGAR and WTAM, Cleveland. The Valentine.

VAN RIPER, ED
Writer — The Neighbors KGER, The Cat's Claw KGER, The Hallroom Girls KFVD.

— W —

WAGNER, FREDERICK H.
Writer—Metropolis, This Existance, The Old Judge, Views and Reviews, Treasure Hunt, Sob Sister, Supper Show, Streamliner, We Who Must Live, Eastside.

WARWICK, HOWARD
Writer—Seats on All Floors, Crosley Follies, Waltzing Through Europe, Morning in the Mountains, Macy and Her Men WOR, Antonio and His Continentals. The Virginians, The Ave Maria Hour.

WAYNE, SHIRLEY
Writer—Hoosier Hop CBS.

WIDNEY, STANLEY ARDEN
Writer — WHO, Des Moines. Sunset Corners Frolic, Pappy's Matinee, Royal 400 Gasoline Program, Coffee Pot Inn, Dalton Norman and Four Dons, Oshkosh B'Gosh, Allis-Chalmers Program.

WILSON, ALLAN
Writer — The Plainsmen (Transcriptions).

WILTTEN, VIRGINIA
Writer—WBAP, Fort Worth. Paul Whiteman Frontier Fiesta Programs NBC, Billy Rose, Frontier Fiesta Programs NBC, Black Night, The Buck Boys, Melodic Moments.

WOOD, MORRISON
Writer — MBS. Wife Versus Secretary, Grand Hotel, Behind Camera Lines, Curtain Time.

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— A —

ARDEN AND ARDEN
Music — Pianists. American Album of Familiar Music NBC.

AUSTIN, DON
Music — WHO, Des Moines. Banjoist, Guitarist. The Oklahoman Outlaws. Oshkosh B' Gosh, Sunset Corners Frolic, Barn Dance, Household Magazine Program.

— B —

BALLANTINE, BOB
Music — Harmonica. Alka-Seltzer National Barn Dance NBC.

BANNIGAN, BETTY
Music—WIBX, Utica. Pianist. Gas and Electric Program, Betty and Bill, Women in the News, Hecker Flour Co. Program.

BARTON, LOUIS CRAIG
Music—WFAA, Dallas. Pianist. Early Birds, Hyral Smilers, Honeyouth, Evelyn and the Noveleers, Southland Life Program, Gladiola Flour Program, Mrs. Tucker's Smile Program, Roberta and Craig, Homemakers, Good Old Timers, Meet the Folks, Evelyn, Jack and Ivan, Employers Casualty Program, From the Music Room, Song of the Strings, Nu-Mo-Cide Program.

BLOCH, RAY
Music — CBS. Pianist. Eton Boys Program.

BRANDT, LARRY
Music — WHO, Des Moines. Accordianist. The Oklahoman Outlaws. Oshkosh B'Gosh, Sunset Corners Frolic.

BROUN, DWIGHT
Music—WFAA, Dallas. Staff Organist.

BROWN, CLEO
Music—NBC. Pianist. Standard Brands Program, Dodge Bros. Program, Cleo Brown, NBC Nite Club.

BROWN, JEANE
Music — WOWO and WGL, Fort Wayne. Pianist, Organist, Accordianist, Singer. Perfection Baking Co. Program, Kroger Program, Polly Pretends, Ft. Wayne Bank Program, Fain's Name the Tune, Consolaires. Home Forum, Piano Moods.

BROWN, LYLE JOHN (JUG)
Music — WHO, Des Moines. The Four Dons, Omar Flour Program, Crazy Fizz Program, Virginia Dare Program, Big Ben Program, McConnon Program, Royal 400 Gasoline Program, Sunset Corners Frolic.

BURNHAM, ELIZABETH M.
Music — WRUF, Gainesville. Organist, Pianist. Evening Reverie, Morning Devotional, Evening Serenade, University Hour.

BUTTS, ROBERT HALE
Music — Pianist, Arranger. WFAA, Dallas and WHAS, Louisville.

— C —

CALDWELL, JACK
Music — KTOK, Oklahoma City. Organist.

CARRAL, NORMAN
Music — WOWO and WGL, Fort Wayne. Pianist. Perfection Show, Hoosier Hop, Home Forum, Hollyhock Lane, Farm Hour.

CLARK, ORIEN RANDALL
Music — WHO, Des Moines. The Four Dons. Omar Flour Program, Crazy Fizz Program, Virginia Dare Program, Big Ben Program, McConnon Program, Royal 400 Gasoline Program, Sunset Corners Frolic.

COAN, TOMMEY HARRY
Music — WHO, Des Moines. The Four Dons. Omar Flour Program, Crazy Fizz Program, Virginia Dare Program, Big Ben Program, McConnon Program, Royal 400 Gasoline Program, Sunset Corners Frolic.

COLVIG, PINTO
Music — Clarinetist. The Oregon Appleknocker, Gilmore Circus, KHJ.

CONNOR, KARL
Music — WOWO and WGL, Fort Wayne. Violinist. Polly Pretends, Perfection Show, Home Forum, Ft. Wayne Bank Program.

COOL, GOMER
Music — KMBC, Kansas City, Mo. Violinist. Texas Rangers, CBS.

CRANDALL, DOROTHY
Music — WTAM, Cleveland. Organist, Pianist. Walter Logan Orchestra, Organ Sun Up.

CRITES, E. DALBEY
Music — WFAA, Dallas. Saxophonist, Flutist. Early Birds, Employers Casualty Program, The Pepper Uppers.

— D —

DAVIS, GEORGE STUART
Music — WIBX, Utica. Organist. Stewart-Warner Refrigerator Program.

DAVIS, JANET
Music — KWKH, Shreveport. Pianist.

DAWLEY, WALTER
Music — WTIC, Hartford. Organist. Hartford on the Air. Albert Radio Program, Spotlight Review.

— F —

FINNEY, HENRY P.
Music — WXYZ, Detroit. Pianist. The Three X Sisters, Jackie Heller, Mary Small.

FREEMAN, HUGH
Music — KWTO, Springfield, Mo. Violinist, Banjoist, Guitarist. Brownlows Program, Greater Ozarks, Home and Farm Hour, Odie Thompson's Rhythm Roundup.

— G —

GALBREATH, DICK
Music — WOWO and WGL, Fort Wayne. Guitarist, Flutist. Perfection Show, Kroger Program, Polly Pretends, Hoosier Hop, Home Forum.

GLADSTONE, EVE
Music—WXYZ, Detroit. Staff Pianist. Junior Matinee MRN, Children's Theatre of the Air MRN, Kiddies Karnival MRN, Regent Theatre Program, Capitol Theatre Program MRN.

GLEN, IRMA
Music — NBC. Organist. Ma Perkins, Vic and Sade, Kitty Keene Inc., Kargan and Davies, Irma Glen, Don Winslow of the Navy, Little Orphan Annie, Clark Dennis, Charles, Sears, Jack Baker, Gale Page, Malcolm Claire, Glen and Sherr, Second Guesser, There Was A Woman, Smilin' Ed McConnell.

GLOSSON, BUCK
Music — WJJD, Chicago. Harmonica Player. Drug Trade Products Program, Suppertime Frolic.

GLOSSON, ESTHER
Music — WJJD, Chicago. Harmonica Player. Drug Trade Products Program.

GOLDSLIEU, MARY FRANCES
Music — WFAA, Dallas. Pianist.

GRAVES, TED LUTHER
Music — WBAP, Fort Worth. Accordianist. Cosden Higher Octanes, Waples-Platter Program, Ashburn Ice Cream Program.

GREY, ALLAN (LANNY)
Music — Pianist. Allan Courtney's Joymakers, WNEW, Lucille and Lanny NBC, Town Hall Tonight Guest NBC.

GRISWOLD, WALTER PRICE
Music — WIBX, Utica. Violinist.

GROOTERS, ROBERT E.
Music — Pianist. KOA, Denver and WCAU, Philadelphia.

GUNZELMAN, MARIE AGNES
Music — KFBI, Abilene. Pianist and Organist. Jenkins Music Co. Program.

— H —

HARTMAN, CLARENCE L.
Music — KMBC, Kansas City, Mo. Bass Violinist. Texas Rangers CBS, Box K Ranch Boys.

HICKMAN, CARL G.
Music — KSTP, St. Paul. Trumpeter. Clown Court, Knights of Note, Rhythmesque, The Household Forum.

HIGGINS, ESTHER GOFF
Music — WCAU, Philadelphia. Organist. Household Finance Co. Program, Boake Carter Program.

HIRSCH, BERTRAND
Music — Violinist. The American Album of Familiar Music. NBC.

HOEPNER, HARRY EDWARD
Music — WHO, Des Moines. The Oklahoman Outlaws, Sunset Corners Frolic, Barn Dance, Oshkosh B'Gosh, Household Magazine Program.

HOLLAND, FRENCH H.
Music — KFBI, Abilene. Violinist and Guitarist.

HOPKINS, HOWARD DOC
Music — WJJD, Chicago. Guitarist. Suppertime Frolic.

— I —

IVAN, WHITE TALLMADGE
Music—WTIC, Hartford. Organist, Pianist. Ladies Radio Bazaar.

— J —

JOHNSTON, JOHNNIE
Music—NBC. Guitarist. Johnnie Johnston, Club Matinee, Breakfast Club, NBC Jamboree, NBC Nite Club, Piccadilly Music Hall, Corzon Co. Program.

— K —

KEATON, CHARLES
Music — WAIR, Winston-Salem, N. C. Organist.

KOCH, HERBERT
Music — WHAS, Louisville. Organist. Melody Road, Yellow Blank Salute, Dream Serenade, The Witching Hour, Organesque, Music in Modernistic Mood.

KOLB, HAROLD
Music — Organist, Pianist. Orkil Electric Co. Program, G. Fox & Co. Program WTIC, Askin's Clothing Co. Program WTHT.

KRATOSKA, HERB L.
Music — KMBC, Kansas City,



Mo. Guitarist. Rhythm and Rhyme, Texas Rangers CBS, Moods in Blue, As You Like It.

KRISTOFEK, GEORGE MATHIAS
Music — Violinist. Pappy's Matinee WHO, Sunset Corners Frolic WHO, Carrier Salesman KSO, Old Gardener WHO.

— L —

LEE, WOODWARD (RED)
Music—WBAP Fort Worth. Saxophonist, Flutist, Clarinetist, etc.

LEIBERT, DICK
Music — Organist. Dick Leibert's Ensemble NBC.

LEIGH, LEONARD
Music—KSTP St. Paul. Organist. Dream Ship, Juster's Program, Twilight Time, The Household Forum, Leonard Leigh Plays the Organ.

LELLKY, MAUREEN
Music — WWL, New Orleans. Violinist.

LOHMAN, DALE
Music—KWTO-KGBX, Springfield, Mo. Guitarist, Banjoist. Union Stockyards Co. Program, Hamlin's Wizard Oil Program, Roxy's Hat Shop Program, Song King Furniture Co. Program, Sterling Life Insurance Co. Program Service Life Insurance Co. Program, Sears, Roebuck Program, Montgomery Ward Program, Flexo-Glass Program, Malto Meal Program, Allis-Chalmers Program, Quaker Oats Program.

— M —

McCULLOUGH, GEORGE ERNEST
Music—WBAP, Fort Worth. Cosden Higher Octanes, White Swan Food Parade, Buck Brand Program, Red Hawk Program, Ashburn Ice Cream Program.

McGRATH, CLAYTON (MAC) D.
Music—KSTP, St. Paul. Reed Instrumentalist. Clown Court, Knights of Note, Rhythmesque, The Household Forum.

MARLOWE AND LYON
Music—NBC. Pianists. RCA Magic Key Program, Marlowe and Lyon Program, Halgar, Inc. Program, Piccadilly Music Hall, NBC Jamboree, Harry Kogen and Orchestra.

MARTIN, FRED S.
Music — WFAA, Dallas. Staff accordianist, Arranger, Accompanist. Riding With the Texas Rangers TQN, The Pepper Uppers.

MILFORD, TED
Music—WIBX, Utica. Pianist.

MINNICH, MERTON W.
Music—WJJD, Chicago. Violinist. Suppertime Frolic.

MOORE, ULYS E.
Music — KOMA, Oklahoma City. Violinist, Drummer, Pianist, Guitarist.

MUSMANNO, ALYCE LOVAN
Music—Pianist. Your Parlor Playhouse WGN, Gordoni Radio Party WSBC, The Donian Trio WLS, Big City Parade Guest WLS.

— N —

NOLLER, NOLLER S.
Music — WFBM, Indianapolis. Pianist. Piano Twins.

NOUD, MARY AGNES
Music—WXYZ, Detroit. Pianist. The Girl Friends Trio MRN.

NIX, EWING
Music — KWTO, Springfield, Mo. Violinist. Farm and Home Hour, Brownlows Program, Hoover Music Co. Program, Rhythm Roundup, Norge Program, Crown Drug Community Sing.

— O —

O'NEAL, JOAN
Music—KWKH-KTBS, Shreveport. Staff Pianist.

OSBURN, GERALD DILLARD
Music — KWTO, Springfield, Mo. Banjoist, Guitarist. Electrolux Program, Brownlows Program, Sterling Insurance Co. Program.

— P —

PARKER, FRED H.
Music—WIS, Columbia, S. C. Organist.

PELLETIER, JULANE
Music—NBC. Pianist. Sustaining.

LEW WHITE



ORGANIST

IMPORTANT 1937 ACTIVITIES

RADIO

CBS Featured Artist • Cook's Travelogue WEAF • Guest RCA Magic Key WJZ • Dale Carnegie WOR •

PRODUCTION

PRODUCER OF NATURAL BRIDGE
"Symphony of Creation"

PICTURES

COLUMBIA COMMUNITY SHORTS and
ANDRE LA VARRE TRAVELOGUES

RECORDINGS AND TRANSCRIPTIONS

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NOW IN PREPARATION

LEW WHITE'S ELECTRONIC ENSEMBLE

Personal Representative:
BERNARD L. MILLER
565 5th Ave., New York
ELdorado 5-2480

PHILLIPS, JAMES ALBERT
Music — W H O , Des Moines. Violinist. The Oklahoman Outlaws, Oshkosh B'Gosh, Sunset Corners Frolic, Original Chippewas.

PRAY, CHARLES (CHUCK)
Music—Pianist, Accordianist. Coffee Pot Inn WHO, Pappy's Matinee WHO, Old and New WHO, Virginia Dare Program WHO, Anniversary Program KFJB, Sunset Corners Frolic WHO, Tony Cabooch WHO.

PRESCOTT, MARION O.
Music — W H O , Des Moines. Virginia Dare Program, Pappy's Matinee, Coffee Pot Inn, The Old Gardener, Sunset Corners Frolic.

— R —

REED, KAY
Music — Organist. Barney's Irish Program WNEW, Canadian Fur Trappers Program WNEW, Rainbow House MBS, Kay Reed WNEW, Yes Or No Program W N E W , Schottenfeld's Program WNEW.

RICH, JIMMY
Music—Organist. Allan Courtney's Joymakers WNEW, Erno Rapee Music Hall Program NBC.

RUBINOFF, DAVID
Music — Violinist. Rubinoff and His Violin CBS.

— S —

SCHREDNIK, MILTON
Music—KOA, Denver. Piano. Wells of Music, Two Pianos.

SCOGGINS, J. P.
Music—WFAA, Dallas. Guitarist. Nu-Mo-Cide Program, Early Birds.

SELLS, PAUL L.
Music—KMBC, Kansas City, Mo. Pianist, Accordanist, Organist. Rhythm and Rhyme, Texas Ranger CBS, Blue Moods, How Do You Like It, Box K Ranch Boys, Sweet Swingsters.

SHAW, ROY CHARLES
Music — W H O , Des Moines. The Four Dons. Omar Flour Program, Crazy Fizz Program, Virginia Dare Program, Big Ben Program, McConnon Program. Royal 400 Gasoline Program, Sunset Corners Frolic.

SIMMONS, ARVID (DOC) K.
Music—KSTP, St. Paul. Guitarist. Clown Court, Knights of Note, Rhythmesque, The Household Forum.

SOLDANO, PAT
Music—WIBX, Utica. Guitarist. Kelvinator Program, Swing Trio, The Show Is On, The Fairbanks Morse Sunday Afternoon Party, Revels of 1937.

SPEER, MARJORIE WATKINS
Music — K O M A , Oklahoma City. Pianist. Melodies With Margie.

STERNBERG, MAURICE ALLAN
Music—WBAP, Fort Worth. Trumpet Player. White Swan Food Parade, Cosden Higher Octanes, Jamboree, Williamson Dickie Garments Program.

STRAUB, MAE
Music—WFBM, Indianapolis. Piano. Piano Twins.

STUDER, ALEXANDER (ALEXIS)
Music—KSTP, St. Paul. Pianist, Organist. Clown Court, Knights of Note, Rhythmesque, Styles for Men Program, The Household Forum, Modern Musical Moods, Twilight Time, Hamm's Varsity Hour.

— T —

TAYLOR, HARRY RUSSELL
Music—WIBX, Utica. Pianist. Major Bowes Amateur Hour CBS, Chrysler Program.

TERRY, MARGARET HUGHSTON
Music—WFAA. Dallas, Pianist. Pepper Cadets.

TURNER, JACK (HAPPY) C.
Music—N B C . Pianist. Tums Program, Louisville Gas and Electric Co. Program.

— V —

VINCENT, LARRY
Music — WCAU, Philadelphia. Pianist. The Personality of Song and Piano, Graham-Paige Program.

— W —

WALTERS, WILLIAM FRANCIS
Music—WIBX, Utica. Pianist. Gas and Electric Program, Linger Awhile.

WAYNE, SHIRLEY
Music — WOWO-WGL, Fort Wayne. Violinist, Clarinetist.

WELLS, DON
Music—WIBX, Utica. Pianist.

WERNER, MARGUERITE
Music — WXYZ, Detroit. Organist. The Wishing Ring, Children's Theater of the Air MRN, Hour of Dreams.

WHIPPLE, DOC
Music — Organist, Pianist. Great Lakes Exposition Programs CBS-MBS, I. J. Fox Program WTAM, Heinz Program WTAM.

WHITE, BOB CLARENCE
Music — KWTO, Springfield, Mo. Guitarist, Banjoist, Bass Violinist. Brownlows Program, Roxy's Hat Shop Program, Hamlin's Wizard Oil Program, Electrolux Program, Montgomery Ward Program, Postal Life Insurance Co. Program, Allis-Chalmers Program.

WHITE, LEW
Music—Organist. CBS, Cook's Travelogues NBC, Magic Key Guest NBC, Dale Carnegie WOR, Symphony of Creation, Betty Moore Triangle Club NBC, Phil Cook CBS, Lone Ranger NBC.

WOOD, RUSSELL ALBERT
Music—WXYZ, Detroit. Pianist. Hi-Speed Program MRN.

WRIGHT, KEN
Music—WKY, Oklahoma City. Organist.

Novelty Talent

AND ITS ACTIVITIES DURING 1937

"Never meddle with actors, for they are a favored class . . . Remember that, as they are merry folk who give pleasure, everyone favors and protects them."
—Cervantes.

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— B —

BALUS, BURT
Talent—Tell Sisters and Burt Balus. Magic Washer Program KYW.

BERRY, ANN SMITH
Talent—WFAA, Dallas. Mrs. Tucker's Smile Program.

BURKHART, OLIVER
Talent—WHO, Des Moines. Bird and Animal Imitator.

BYRON, BOB
Talent—CBS, New York.

— C —

CHRISTINE (MISS)
Talent — WLS, Chicago. Yodeler.

CLYDE, WILSON CAROL
Talent — KWTO-KGBX, Springfield, Mo. Union Stockyards Co. Program, Song King Furniture Co. Program, Hamlin's Wizard Oil Program, Sterling Insurance Co. Program, Allis-Chalmers Program, Spelling Bee, Malto Meal Program, Flexo-Glass Program, Montgomery Ward Program, Sears Roebuck Program.

COLLINS, LOUISE
Talent — Uncle Pete and Louise. Vocalist and Violinist. Friendly Songs for Friendly People WNEW-WAAT.

THE COLORADO RANGERS
Talent—KLZ, Denver. Staff Hillbilly Unit.

COOK, LOIS AND JOE
Talent—KFBI, Abilene. Instrumentalists and Vocalists.

COUSIN EMMY AND HER BAND
Talent—Hillbilly Music. Pinex Co. Program WWVA, Index Jewelry Co. Program WWVA-WHAS.

CRENSHAW, JOSEPH ELMER
Talent—Hyral Dentifrice Co. Program WFAA.

— D —

DRULEY, JACK A.
Talent — Member of Radio Rogues, vocal trio, Victor Furniture Co. Program WFBM, Sustaining WFBM.

— E —

ELLIOTT, MOSEL MATTIE
Talent — Whistler. Jamboree NBC, Treasurer Gold Program WFAA, Sustaining KPRC.

— F —

FEIBEL, FRED
Talent—Organ Reveille CBS, Phil Cook's Almanac CBS, Pontiac Program CBS, Lucky Strike Program CBS, Big Sister CBS, Ted Malone's Between the Bookends CBS, True Story Court of Human Relations NBC.

THE FIVE ACES
Talent — KWKH, Shreveport. Sterling Casualty Insurance Co. Program.

FOUR INK SPOTS
Talent — Quartet. Sinclair Minstrel Show Guests NBC. Gunther Beer Program, Alaga Syrup Program, Fairy Soap Program, Good Time Society NBC.

FRASER, GEORGE RICHARD
Talent—Pianist and Director of the Duke Melodiers, Duke Power Co. Program WBIG.

FRASER, ROBERT JACOB
Talent — WIP, Philadelphia, WDAS-Philadelphia, WKOK-Sunbury, WGAL-Lancaster.

FREELAND, BEVERLY
Talent—Girls' Quartette, Four Stars CBS, Philip Morris Programs NBC-CBS, Heinz Magazine of the Air CBS, Chesterfield Program CBS, Echoes of New York NBC.

FREEMAN, ROY
Talent—Hamlin's Wizard Oil Program WJJD-WHAM-WJR-WWL-WTIC.

— G —

GLOYNE, RICHARD FEATHERSTONE
Talent — KFAB-KFOR, Lincoln. Musical Director-Librarian. Pianist-Accordionist.

GOEBEL, GEORGIE
Talent—WDOD, Chattanooga. Singer and Guitarist.

GOLDEN GATES JUBILEE QUARTET
Talent — WBT, Charlotte. Southern Radio Corp. Program.

— H —

HAKANSON, WALTER
Talent—KLZ, Denver. Early Risers' Club.

HANKS, EVERETT N.
Talent — Member of Radio Rogues, vocal trio, Victor Furniture Co. Program WFBM, Sustaining WFBM.

HARDE, MARGE
Talent—Organist, Dixie Melodies WBIG.

HARRISS, JOHN
Talent — WBIG, Greensboro. Revolution Ramblers, Carolina Jamboree.

HARTORD, TAYLOR C.
Talent—WJJD, Chicago, Suppertime Frolic.

HOOSIER HOT SHOTS
Talent—National Barn Dance NBC.

— J —

JOLLY COWBOYS
Talent — KVOO, Tulsa. Novelty Trio, Sunday Afternoon Social, Shannon Shamrocks, Staff Frolic.

— K —

THE KASPER SISTERS
Talent—WDOD, Chattanooga. Harmony Team with Guitar and Comedy.

— L —

LAWSON SISTERS
Talent—Westinghouse Dealers Program KDKA.

LOWELL, TENNIS FAY
Talent — KWTO - KGBX, Springfield, Mo. Union Stockyards Co. Program, Hamlin's Wizard Oil Program, Song Kings Furniture Co. Program, Sterling Insurance Co. Program, Allis-Chalmers Program.

— M —

MANNERS, ZEKE
Talent—Hillbilly Music NBC, WMCA, WNEW, CBS.

MANUEL AND WILLIAMSON HARPSICHORD ENSEMBLE
Talent — NBC. Instrumentalists. Past Masters.

MARTIN, PETE
Talent — Xylophonist-Vibraphonist. Duke Power Co. Program WBT, Brown and Williamson Co. Program WBT, Novelteers.

MODERN MOUNTAINEERS
Talent — KWKH, Shreveport. Hill Billy Band. Service Life Insurance Co. Program.

MOLINO SISTERS
Talent — Kellogg Program Guest NBC, Cassandra's Program KNX, Fiesta KNX.

MONROE BROTHERS
Talent—WPTF, Raleigh. Hillbilly duet.

SKEETS MORRIS AND HIS BAND
Talent — WHAS Louisville. Hillbilly Music.

MUNDELEIN COLLEGE VERSE SPEAKING CHOIR
Talent—NBC Choir. Chicago Symphonic Hour, Choral Voices, RCA Magic Key Program Guest.

THE MURRAY SISTERS
Talent—CKLW, Windsor, Ont. Cowgirl Team with Guitar.

— N —

NELSON, SALLY JO
Talent — MBS. Staff artist. Chevrolet Program CBS.

NOVELIERES, THE
Talent—KFJB, Marshalltown. Instrumentalists and Singers.

— O —

OTTO AND THE NOVELODEONS
Talent—Vocalists, Instrumentalists. Alka-Seltzer National Barn Dance NBC.

OWEN SISTERS, THE
Talent—WLW, Cincinnati. Instrumentalists.

— P —

PRESTON, LOONEY (LEW) LYLE
Talent—Georgie Porgie Cereal Co. Program WWVA, Hyral Dentifrice Co. Program WFAA.

SWENY PROSSERS HONOLULU STROLLERS
Talent—Big Yank Program WBT, General Electric Program WBT, Pendleton Distributing Co. Program WBT.

— R —

RAINES, S. E.
Talent — Uncle Pete and Louise. Vocalist and Guitarist. Friendly Songs for Friendly People WNEW-WAAT.

THE RANGE RIDERS
Talent—Hill Billy Instrumentalists KWKH.

ROBB, GLENN LEROY
Talent—KWTO-KGBX Springfield, Mo. Union Stockyards Co. Program, Allis-Chalmers Program, Malto Meal Program, Hamlin's Wizard Oil Program.

ROBISON, CARSON
Talent—Carson Robison and His Buckaroos MBS.

— S —

SALT AND PEANUTS
Talent — WHAS Louisville. Folk Songs and Mountain Ballads.

SCHNEIDER, FRANCIS L.
Talent—WFBM, Indianapolis. Radio Rogues Vocal Trio.

GORDON SIZEMORE AND LITTLE BETTY
Talent — WHAS, Louisville. Mountain Ballad Vocalists. Early Morning Jamboree.

GLAD AND WOODY SMITH
Talent—KMBC, Kansas City, Mo. North-Mehornay Program.

SOUTHLAND SINGERS
Talent—WPTF, Raleigh. Carolina Sales Corp. Program.

THE SUNSHINE BOYS
Talent — KWKH, Shreveport. String Instrumentalists (Hill Billy Music). Mother's Home Life Magazine Program, Consolidated Drug Trade Products Program, Gulfspray Program, Ford Dealer Program.

SUNSHINE SUE AND HER ROCK CREEK RANGERS
Talent — WHAS, Louisville. Early Morning Jamboree.

SWINGBILLIES
Talent — WPTF, Raleigh. Blackwood's Inc. of Raleigh Program.

— T —

TELL SISTERS
Talent—Tell Sisters and Burt Balus. Magic Washer Program KYW.

THE TEXAS RANGERS
Talent — WHAS, Louisville. Early Morning Jamboree.

THOMPSON, ODIE (SHORTY)
Talent — Montana Ranch Hands KANS, Gardner Nursery Program WTAD, Odie and Sue KGBX, Sears, Roebuck Program KWTO, National Advertising and Sales Co. Program KWTO, Greater Ozarks Farm and Home Hour KWTO, Quinnbarry Coffee Co. Program KWTO.

THOMPSON, OLIVE (MONTANA SUE)
Talent — Montana Ranch Hands KANS, Gardner Nursery Program WTAD, Odie and Sue KGBX, Sears, Roebuck Program KWTO, National Advertising and Sales Co. Program KWTO, Greater Ozarks Farm and Home Hour KWTO, Quinnbarry Coffee Co. Program KWTO.

— U —

UNCLE HENRY'S ORIGINAL KENTUCKY MOUNTAINEERS
Talent—WHAS Louisville.

— W —

WHITE, LYDIA
Talent—KVOO, Tulsa. Organist Port of Poets, Organ Moments, South American Echoes.

WHITNEY ENSEMBLE
Talent — NBC. Instrumentalists. Whitney Ensemble.

WOOD, ELOIS
Talent — KVOO, Tulsa. Sunday Afternoon Social, Staff Frolic.

WRIGHT, JASPER (JAKE) PAUL
Talent—Hyral Dentifrice Co. Program WFAA.

Announcers

AND THEIR WORK DURING 1937

"It is far better to know something about everything than to know all about one thing. Universality is the best." —*Pascal.*

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— A —

ACKLEY, J. HOWARD
Announcer — WOWO and WGL, Fort Wayne, Ind. Chief Announcer.

ACOSTA, MARIO
Announcer—WPRA, Mayaguez, P. R. Chief Announcer.

ADAMS, BILL
Announcer—CJCA, Edmonton; KGW and KEX, Portland.

ALBURTY, BOB
Announcer — WHBQ, Memphis.

ALDERMAN, JAMES S.
Announcer—WFAA, Dallas. Armco Band Broadcast NBC, Foley's Honey and Tar Top O' Morning Program WLW Line.

ALEXANDER, JOHN
Announcer — KGNF, North Platte, Neb. Chief Announcer.

ALFORD, DALE
Announcer — KARK, Little Rock, Arkansas.

ALLEN, HERB
Announcer—KFRC, San Francisco.

ALLEN, REGINALD ALFRED
Announcer—WBT, Charlotte. Esso Reporter, Women's News Review.

ALLEN, SPENCER
Announcer — KOAM, Pittsburg, Kan. Chief Announcer.

ALT, JIM
Announcer—KMOX, St. Louis.

ALTMAN, CANTOR JACOB
Announcer — WLTH, Brooklyn.

ALTMAN DICK
Announcer—WJDX, Jackson, Miss.

AMOS, FRED
Announcer — KGHF, Pueblo, Colo. Chief Announcer.

ANDAL, JACK
Announcer — KGHL, Billings, Mont.

ANDERSON, ARTHUR
Announcer—KTAR, Phoenix.

ANDERSON, BOB
Announcer—KRLC, Lewiston, Idaho. Chief Announcer.

ANDERSON, EDWARD
Announcer—WQDM, St. Albans, Vt. Chief Announcer.

ANDERSON, RAY
Announcer—WHBF, Rock Island, Ill.

ANDERSON, RICHARD HAHNEN
Announcer — WHO, Des Moines.

ANDERSON, SHELDON
Announcer — KTKC, Visalia, Cal. Chief Announcer.

ANDREWS, TED
Announcer — KWKH, Shreveport.

ANDREWS, T. A.
Announcer—WEMP, Milwaukee.

ANGELL, J. HERBERT
Announcer—KQV, Pittsburgh, Chief Announcer.

ANGELO, ED
Announcer—WNAD, Norman, Okla.

ANTHONY, ALLAN
Announcer—KWK, St. Louis. Chief Announcer.

ANTHONY, VINCENT
Announcer — WCNW, Brooklyn. Chief Announcer.

ARMSTRONG, DALE
Announcer—KFAC, Los Angeles.

ARMSTRONG, ROBERT
Announcer — WAIR, Winston-Salem, N. C.

ARTHUR, DOUGLAS
Announcer — WNEW, New York. Dawn Patrol, Pigskin on Parade, King Arthur's Court.

ARTHUR, GERARD
Announcer — CBM and CBF, Montreal.

ARTHUR, HARRY
Announcer — WSMB, New Orleans.

ASH, KENNETH DONALD
Announcer—WIBX, Utica.

ASSANTE, FRANK J.
Announcer — WVFW, Brooklyn.

AUSTIN, JOHN LEE
Announcer—Chesterfield Program CBS.

AUTELS, VAN DES
Announcer—KTSM, El Paso.

AVERY, MARTIN B.
Announcer—WLNH, Laconia, N. H.

AYLEN, ERIC
Announcer — CJAT, Trail, B. C.

AYOOB, K.
Announcer—WABI, Bangor.

— B —

BAICHLY, HOWARD
Announcer—KFXM, San Bernardino. Chief Announcer.

BALLOU, CHARLES
Announcer—WSVA, Harrisonburg, Va.

BANKS, DAVID
Announcer — WTJS, Jackson, Tenn.

BANTA, DEAN
Announcer — KWG, Stockton, Cal. Chief Announcer.

BARRIE, CLYDE
Announcer—Americana CBS.

BARRY, CHARLES
Announcer — WMAL and WRC, Washington, D. C.

BARRY, NORMAN
Announcer — NBC. Walter Winchell Program, Louis Armstrong Program, Amos 'n' Andy, First Nighter, Welch Grape Juice Presents Irene Rich, Young Hickory, Don Winslow of the Navy, Tom Mix Straight Shooters, NBC Minstrels, NBC Nite Club, Special Events.

BARTMANN, WERNER J.
Announcer—CKOC, Hamilton, Ont. Chief Announcer.

BARUCH, ANDRE
Announcer—CBS. Lucky Strike Hit Parade, Kate Smith Hour, The News Parade with Edwin C. Hill.

BASCH, FRANKIE
Announcer — WMCA, New York. Special Events.

BATES, RICHARD
Announcer — WORL, Boston. Chief Announcer.

BATEY, HUBERT
Announcer — WGPC, Albany, Ga. Chief Announcer.

BAUGHMAN, ELMER
Announcer — WCKY, Cincinnati.

BAXTER, C. C.
Announcer — KFPL, Dublin, Texas. Chief Announcer.

BAXTER, HOWARD
Announcer — KGFW, Kearney, Neb.

BAYEUR, ROLLAND
Announcer — CHLT, Sherbrooke, Que. Chief Announcer.

BAYLES, EDDIE
Announcer—WHDF, Calumet, Mich.

BEADLES, J. ROBERT
Announcer — WRVA, Richmond. Chief Announcer.

BECK, LESLIE
Announcer—KTOK, Oklahoma City. Chief Announcer.

BECK, WALTER JARVIS
Announcer — KOMA, Oklahoma City.

BECKER, BOB
Announcer — WAAT, Jersey City.

BEDELL, A. DOUGLAS
Announcer — WCAP, Asbury Park, N. J.

BEGHOLD, KEN
Announcer — WCPO, Cincinnati. Chief Announcer.

BELFI, CHARLES
Announcer—KABC, San Antonio. Chief Announcer.

BELL, HOWARD R.
Announcer—KRKD, Los Angeles. Chief Announcer.

BELL, TED
Announcer — KRSC, Seattle. Chief Announcer.

BELLI, NERI
Announcer — WBNX, New York.

BENCE, ROBERT
Announcer—KFRC, San Francisco. Chief Announcer.

BENDER, LEONA
Announcer—WOAI, San Antonio.

BENNETT, B. E.
Announcer — KUMA, Yuma, Ariz. Chief Announcer.

BENNETT, JACKSON
Announcer — WEBQ, Harrisburg, Ill. Chief Announcer.

BENNETT, LOU
Announcer — WMBS, Uniontown, Pa. Chief Announcer.

BENTLEY, SPENCER
Announcer — Pepper Young's Family NBC.

BENTLY, BOB
Announcer — WCPO, Cincinnati.

BERRY, JAMES G.
Announcer — KFWB, Hollywood.

BERTHOLF, DEL
Announcer—KWSC, Pullman, Wash. Chief Announcer.

BEZOFF, BEN
Announcer—WKY, Oklahoma City. Inquiring Reporter, Musing Time, Two Keyboards and Console.

BIEBL, LESLIE F.
Announcer—WPTF, Raleigh.

BIGLER, LYNN
Announcer — KGKL, San Angelo, Texas. Chief Announcer.

BILL, EMIL
Announcer — WMBD, Peoria, Ill. Farm News.

BISHOP, A. J.
Announcer — KLCN, Blytheville, Ark. Chief Announcer.

BJORN, MERLE
Announcer — KDLR, Devils Lake, N. D. Chief Announcer.

BLACKBURN, SAM
Announcer—KVSO, Ardmore, Okla.

BLAIR, FRANK
Announcer — WFBC, Greenville, S. C. Chief Announcer.

BLAKELY, CLINT
Announcer — WBIG, Greensboro. Country Church of Hollywood, Monticello Party Line, Burlington Parade, Phyl Coe Radio Mysteries, Gossiping with Mary Jane, Bigelow Melody Weavers, Miller's Four Tigers.

BLANCHARD, TOMMY
Announcer — WCBS, Springfield, Ill.

BLOCK, MARTIN
Announcer — WNEW, New York. Master of Ceremonies in Make Believe Ballroom.

BOLAND, JOE
Announcer — WFAM and WSBT, South Bend, Ind.

BOLLS, F. E.
Announcer—KELD, El Dorado, Ark.

André Baruch



announcer

Hit Parade

Kate Smith Hour

News Parade

commentator

RKO-Pathe News

narrator

RKO Short Subjects

Management:
Columbia Artists Inc.

BOOEN, SHERMAN
Announcer — KATE, Alberta Lea, Minn.

BOONE, JULIAN H.
Announcer — KSEI, Pocatello, Idaho. Chief Announcer.

BOSLEY, LYLE
Announcer — WMFF, Plattsburg, N. Y. Chief Announcer.

BOYER, JOHN
Announcer — KTSA, San Antonio.

BOYDEN, MARK
Announcer — WFAM and WSBT, South Bend, Ind. Chief Announcer.

BOYLE, H. A.
Announcer — WHB, Kansas City.

BOWE, GEORGE WINDSOR
Announcer—WTIC, Hartford. General Motors Symphony Hour NBC.

BRADESEN, NORMAN
Announcer — KWLC, Decorah, Iowa. Chief Announcer.

BRADLEY, PETER
Announcer — WGES, Chicago. Chief Announcer.

BRADNER, C. C.
Announcer—WWJ, Detroit.

BRAMHOLZ, ART
Announcer—WIBU, Poynette, Wis.

BRANDT, LYNN
Announcer — NBC, Salerno Question-Air, Farm and Home Hour, Sustaining and Special Event Programs.

BRECKNER, GARY
Announcer — KNX, Los Angeles.

BREITENMOSER, DON
Announcer — KMLB, Monroe, La.

BREMNER, HUGH
Announcer—CKPC, Brantford, Ont. Chief Announcer.

BRENEMAN, TOM
Announcer — CBS. Official Opening of Golden Gate Bridge, Initial Broadcast from new CBS-Hollywood Studios.

BRENGEL, WILLIAM
Announcer—WSMB, New Orleans. Chief Announcer.

BRENNER, PAUL
Announcer — WNEW, New York. Man in the Street.

BREWER, H.
Announcer — KDFN, Casper, Wyo.

BREWSTER, CARL
Announcer—KHQ, Spokane.

BRICKERT, CARLTON
Announcer—NBC. Lum and Abner.

BRIGGS, W. E. S.
Announcer — CBO, Ottawa. Senior Announcer.

BRITCHARD, BOB
Announcer—KQV, Pittsburgh.

BROOKS, RICHARD
Announcer — WNEW, New York City. Special Events.

BROOKS, VANCE
Announcer — WBHP, Huntsville, Ala. Chief Announcer.

BROPHY, ALLEN O.
Announcer — WROK, Rockford, Ill.

BROWN, FAY
Announcer—KFYR, Bismarck, N. D.

BROWN, GORDON
Announcer—KJBS, San Francisco.

BROWN, H. P.
Announcer — CKUA, Edmonton, Al. Chief Announcer.

BROWN, KENYON
Announcer — KSO, Des Moines. Special Events.

BROWN, LYMAN
Announcer—KASA, Elk City, Okla. Chief Announcer.

BROWN, ROBERT V.
Announcer — NBC. Vic and Sade, The Story of Mary Marlin, Girl Alone, It Can Be Done, Dan Harding's Wife, Silver Streak Revue, RCA Magic Key Program, Farm and Home Hour, Chicago Opera.

BROWN, WILLIAM H.
Announcer—WMT, Cedar Rapids.

BRUCE, FRANK
Announcer — WJRD, Tuscaloosa, Alabama.

BRYAN, WILLIAM (BILL) PALMER
Announcer — WHAS, Louisville.

BRYANT, EDWARD
Announcer—WMBO, Auburn, N. Y. Chief Announcer.

BUCHANAN, J. D.
Announcer—CKPC, Brantford, Ont.

BUCKINGHAM, ROY
Announcer — KGNO, Dodge City, Kan.

BUCKINGHAM, WILLIAM
Announcer—CKCD, Vancouver.

BULLEIT, JIMMIE
Announcer — WAIM, Anderson, S. C. Chief Announcer.

BURCK, BILL
Announcer — KGFL, Roswell, N. M.

BURGAN, GEORGE
Announcer—WHDF, Calumet, Mich.

BURGHART, WILLIAM
Announcer — WSBC, Chicago. Chief Announcer.

BURHAM, T. H.
Announcer — CHRC, Quebec. Chief Announcer.

BURKE, HARRY
Announcer — WOW, Omaha. Chief Announcer.

BURNS, FRED
Announcer — WSAZ, Huntington, W. Va.

BURNS, J.
Announcer — KLCN, Blytheville, Ark.

BURRIS, R. E.
Announcer—KFYR, Bismarck, N. D. Chief Announcer.

BURTON, JAMES
Announcer — KHJ, Los Angeles. Chief Announcer.

BUSS, R.
Announcer—CJOC, Lethbridge, Al. Chief Announcer.

BYRN, DAVID
Announcer — KARK, Little Rock, Arkansas.

BYRNELL, JOHN
Announcer — WXYZ, Detroit. Hi-Speed Factfinder MRN, Man - in - the - Street Reporter MRN, Children's Theater of the Air MRN, Girl Friends MRN.

— C —

CABINAS, TRAVIS
Announcer — KRMD, Shreveport, La. Chief Announcer.

CAFFERTY, TOMMY
Announcer — KFBB, Great Falls, Mont. Chief Announcer.

CAIRNS, C.
Announcer—CFQC, Saskatoon. Chief Announcer.

CALLAHAN, FRANK J.
Announcer — WVFW, Brooklyn.

CALLOWAY, JOE H.
Announcer — WSIX, Nashville. Chief Announcer.

CAMERON, LAYMAN WESLEY
Announcer — WXYZ, Detroit. Vic and Sade NBC.

CAMERON, RALPH
Announcer—CFCY, Charlottetown, P. E. I.

CAMPBELL, DICK
Announcer — KGGF, Coffeyville, Kansas. Chief Announcer.

CAMPBELL, EDWARD
Announcer—WMBO, Auburn, N. Y.

CAMPBELL, JIM PECK
Announcer—KGW and KEX, Portland.

CANTER, RUSSELL
Announcer — WBNS, Columbus. Chief Announcer.

CAPPS, HORACE
Announcer — WBOW, Terre Haute, Ind. Chief Announcer.

CAREY, HORACE C.
Announcer — WIBX, Utica. Chief Announcer. Rome Studio.

CARPENTER, KENNETH LEE
Announcer—NBC. Kraft Music Hall, Packard Hour, Marion Talley Program, One Man's Family, Gilmore Circus.

CARRIGAN, JACK
Announcer — KIUL, Garden City, Kan.

CARRUTH, TOM
Announcer — WDAE, Tampa, Fla.

CARTER, BOB
Announcer — WMCA, New York. Chief Announcer.

CASEY, TOM JOSEPH
Announcer—NBC. Smilin' Ed McConnell, Chase & Sanborn local Program, Grand Hotel, The Music You Want, Tom Mix Straight Shooters, Don Winslow of the Navy, Nickelodeon, Story of Business, Look Magazine Program.

CASPER, W. T.
Announcer — KCMC, Texarkana, Ark. and Texas. Chief Announcer.

CATHERS, CHET
Announcer — KYOS, Merced, Cal.

CATON, EARL
Announcer — WSFA, Montgomery, Ala.

CHALFONT, BOB
Announcer — WHAZ, Troy, N. Y. Chief Announcer.

CHAMBERS, HAROLD
Announcer — KFWB, Hollywood.

CHAMBERS, HUBERT H.
Announcer — WEOA, Evansville, Ind. Chief Announcer.

CHANCE, ALFRED A.
Announcer — WXYZ, Detroit. Lone Ranger MBS and MRN, Air-Temp, Hour of Dreams, Sunday Players, Detroit Bank Program, Football Flashes.

CHANDLER, IRVING
Announcer — WFDF, Flint, Mich.

CHAPMAN, C. S.
Announcer—CHNC, New Carlisle, P. Q. Chief Announcer.

CHAPMAN, REED
Announcer — C J A T, Trail, B. C.

CHARLES, LEWIS
Announcer — Gioia Macaroni Program WOV, La Rosa Program WOV, Hearst Magazines Program WINS, Empire Gold WINS.

CHESHIRE, "PAPPY"
Announcer — K M O X, St. Louis.

CHILCOAT, KEN
Announcer — KFEQ, St. Joseph, Mo.

CHILDS, RALPH
Announcer—WHBF, Rock Island, Ill.

CHURCH, STANLEY
Announcer—KOIN and KALE, Portland, Ore. Chief Announcer.

CHURCHILL, NELSON
Announcer—WNAC, Boston.

CIVILLE, LEROY
Announcer—KIDO, Boise.

CLANCY, RAY
Announcer — WMFJ, Daytona Beach, Fla. Chief Announcer.

CLANCY, RUSSELL
Announcer—WHN, New York. Chief Announcer.

CLARE, GEORGE H.
Announcer—WNEI, San Juan, P. R.

CLARK, J. B.
Announcer—WPTF, Raleigh.

CLARK, PAUL
Announcer — WGBF, Evansville, Ind. Chief Announcer.

CLARK, POWELL
Announcer — W M C A, New York. Hollywood.

CLARK, RAY
Announcer—WNAX, Yankton, S. D.

CLAWSON, LEW
Announcer — WHJB, Greensburg, Pa.

CLAYTON, JIMMY
Announcer — KAWN, Gallup, N. M.

CLAYTON, PHIL
Announcer—CKCR, Kitchener, Ont. Chief Announcer.

CLEARY, JOSEPH M.
Announcer — WHDL, Olean, N. Y.

CLEAVER, OSCO
Announcer — WFDF, Flint, Mich.

CLIFFER, MAURICE
Announcer — K M O X, St. Louis.

CLINE, CALDWELL
Announcer — WBT, Charlotte. Jolly Time Pop Corn Program, Esso Reporter, News Highlights.

CLOVER, BOB
Announcer — KVCV, Redding, Cal.

COBB, DICK
Announcer—WAAB, Boston.

COFFIN, DAVE
Announcer—WJAX, Jacksonville, Fla.

COFFIN, TED
Announcer — WAGM, Presque Isle, Me. Chief Announcer.

COFFIN, TRISTRAM
Announcer—WNAC, Boston.

COLEY, GENE
Announcer—KLAH, Carlsbad, N. M.

COLBERT, JOHN
Announcer — KFWB, Hollywood.

COLE, LOU
Announcer — WWRL, Woodside, L. I. Chief Announcer.

COLEMAN, W. A.
Announcer — WHBB, Selma, Ala. Chief Announcer.

COLON, ROYCE
Announcer — KRLD, Dallas. Chief Announcer.

CONDIT, GILBERT
Announcer—WDAS, Philadelphia.

CONINE, BILL N.
Announcer — K F P W, Fort Smith, Ark.

CONNOLLY, JAMES
Announcer—WMSD, Sheffeld, Ala. Chief Announcer.

CONNOLLY, VINCENT
Announcer — MBS. Martha D e a n e Program, Hollywood Room Recipes, The Success Doctor.

CONNORS, VANN
Announcer—KQW, San Jose, Cal. Special Events.

CONRAD, R. W.
Announcer — WRJN, Racine, Wis. Chief Announcer.

CONTE, JOHN
Announcer—Mobile Magazine

KELVIN KEECH

Announcer

Heard during 1937 on - - -

BILLY & BETTY — NBC — 5 times weekly sponsored by Sheffield Farms Company

FIRESIDE RECITALS — NBC — once a week sponsored by American Radiator Company

POPEYE THE SAILOR—CBS—3 times weekly sponsored by Wheatena Corporation

124 W. 55th St., N. Y. C.

CIrcle 6-2820

CBS, Presenting David Broekman MBS, Sing Time MBS, Silver Theater CBS, Burns and Allen Program NBC.

COOKE, F. TURNER
Announcer — WMAS, Springfield, Mass. Chief Announcer.

COOKE, FOREST
Announcer—WHBF, Rock Island, Ill. Chief Announcer.

COOPER, ADRIAN H.
Announcer — WFDF, Flint, Mich. Chief Announcer.

COOPER, JACK
Announcer—WEDC, Chicago.

COOPER, JAMES
Announcer—WNAD, Norman. Okla.

COPELAND, DON
Announcer—CKGB, Timmins. Ont.

CORBIN, PAUL
Announcer — KELA, Centralia and Chehalis, Wash. Chief Announcer.

CORCORAN, EDWARD VAUGHN
Announcer — Gordoni Radio Party WSBC.

CORKHILL, CHARLES JR.
Announcer—KSCJ, Sioux City, Iowa. Chief Announcer.

CORNWELL, BLAINE
Announcer — KVOO, Tulsa. Among My Souvenirs, Handy Ads, Alabama Boys Program.

CORRIGAN, JOHN J.
Announcer — WCBS, Springfield, Ill. Chief Announcer.

CORRIS, AL
Announcer—WRDW, Augusta, Ga.

COSTLEY, JAN
Announcer — WJTN, Jamestown, N. Y. Chief Announcer.

COURTNEY, ALAN
Announcer — WNEW, New York. Master of Ceremonies.

COURTNEY, CLIFFORD
Announcer—WIRE, Indianapolis.

COWAN, ROY
Announcer — WFAA, Dallas. The Pepper Uppers.

COWAN, T. H.
Announcer — WNYC, New York. Chief Announcer.

COWPER, IRWIN
Announcer—WTIC, Hartford.

COX, FOREST
Announcer — KNEL, Brady, Texas. Chief Announcer.

CRABTREE, CHARLES
Announcer — KID, Idaho Falls. Chief Announcer.

CRAIG, BENNY
Announcer — KLRA, Little Rock, Arkansas.

CRAMS, HAROLD OTTO
Announcer—WOC, Davenport. WHO, Des Moines.

CRAWFORD, ROBERT G.
Announcer — The Texas Rangers CBS.

CREASEY, H.
Announcer—CFJC, Kamloops, B. C.

CRECELIUS, GUY
Announcer — WGBF, Evansville, Ind.

CROCKETT, JOHN
Announcer — WCAT, Rapid City, S. D. Chief Announcer.

CROMBIE, DICK
Announcer — KUJ, Walla Walla. Chief Announcer.

CRONK, NED
Announcer—WHBQ, Memphis.

CRUM, JAY
Announcer—WNAD, Norman, Okla.

CRUTCHFIELD, C. H.
Announcer — WBT, Charlotte, N. C. Chief Announcer.

CULVER, HAL
Announcer—WLS, Chicago.

CUMMINS, JOHN
Announcer — WTRC, Elkhart, Ind.

CURLIN, GEORGE
Announcer—KOTN, Pine Bluff, Arkansas.

CURTIS, SANDUSKY
Announcer—WTAR, Norfolk.

CUTTING, RICHARD
Announcer—KFSD, San Diego.

— D —

DANA, JOE
Announcer — KOY, Phoenix. Chief Announcer.

DANIEL, CLAY B.
Announcer—WPTF, Raleigh.

DANIELS, FRANK
Announcer — WVFW, Brooklyn. Chief Announcer.

DARLING, FRED
Announcer — CKGB, Timmins, Ont. Chief Announcer.

DAVIES, BILL
Announcer—Man on the Street WLBC, Death Rides the Highway WLBC, Hey Mr. Motorist WOWO, Consolaires WOWO, Fashion Revue WGL, Polly Pretends WOWO, Money Talks WGL.

DAVIES, E.
Announcer — CKX, Brandon, Man. Chief Announcer.

DAVIS, HAROLD
Announcer—WDAS, Philadelphia. Chief Announcer.

DAVIS, LEE
Announcer — WCBM, Baltimore.

DAVIES, TED
Announcer—KDB and KTMS, Santa Barbara, Cal.

DEAN, W. L.
Announcer—KABR, Aberdeen, S. D. Chief Announcer.

DEANGELIS, DICK
Announcer—KJBS, San Francisco.

DECKER, BEN
Announcer—WJNO, West Palm Beach. Chief Announcer.

DEFREITAS, DICK
Announcer — WJRD, Tuscaloosa, Ala.

DE HAVEN, BOB
Announcer — KVOO, Tulsa. Chief Announcer.

DE JULIS, VIC
Announcer—KSEI, Pocatello, Idaho.

DE LASAUX, HARRY
Announcer — KVCV, Redding, Cal. Chief Announcer.

DENKEMA, EDWARD
Announcer — WOOD and WASH, Grand Rapids, Mich.

DES BAILLETS, J.
Announcer — CBM and CBF, Montreal. Chief Announcer.

DESCHENES, CHARLES M.
Announcer—CKCV, Quebec.

DEVANEY, FRANK
Announcer—WMIN, St. Paul. Chief Announcer.

DEVITT, GENE
Announcer — WDAY, Fargo, N. D.

DE YOUNG, JOHN
Announcer — WGL, Fort Wayne. Polly Pretends, Travel's Radio Review, Behind the Microphone, Bob Wilson's News, Ye Old Tavern, Five Minute Mysteries, Musical Moments Review, Harry Balkin's Character Analysis Talks, Counter Chatter, Seven Up Rhythm Maker Review, Football Results, Norge All Star Variety Show.

DICKERMAN, C. H.
Announcer — WEEI, Boston. Chief Announcer.

DILLAHUNTY, THOMAS
Announcer — KCMC, Texarkana. Chief Announcer.

DILLON, JOE
Announcer—WPEN, Philadelphia. Chief Announcer.

DIMMER, LUCILLE
Announcer—WHDF, Calumet, Mich.

DIXON, JOHN
Announcer — WCLO, Janesville, Wis.

DJERKISS, EDWARD SHIELDS
Announcer — WXYZ, Detroit. Sunrise Breakfast Club Transcriptions.

DONATO, FIORENTINO
Announcer—WDAS, Philadelphia.

DONAHUE, HOWARD
Announcer — WSUN, St. Petersburg, Fla.

DONOVAN, POP
Announcer — CFNB, Fredericton, N. B.

DODDS, LARRY
Announcer — WSAZ, Huntington, W. Va.

DORSEY, ROD
Announcer — WFBC, Greenville, S. C.

DOUGHERTY, BILL
Announcer — WRBL, Columbus, Ga. Chief Announcer.

DOUGLAS, DON
Announcer—KOIN, Portland, Ore.

DOUGLAS, RICHARD
Announcer—WBNO, New Orleans.

DOUGLASS, REG
Announcer — CKNX, Wingham, Ont. Chief Announcer.

DOULEY, ROBERT
Announcer—WKY, Oklahoma City.

DOWD, DONALD MAURER
Announcer — Bachelor Poet WMAQ, NBC Jamboree NBC, Hal Totten Sports Program WMAQ, Tom Mix Straight Shooters NBC, Welch Grape Juice Presents Irene Rich NBC, Don Winslow of the Navy NBC, Flying Time NBC, While the City Sleeps NBC, The Streamline Revue WMAQ, Music You Want When You Want It WENR.

DOWNS, GEORGE A.
Announcer — WMFO, Decatur, Ala.

DOWNES, JOHN
Announcer—CKPR, Fort William. Chief Announcer.

DRAKE, JOHN
Announcer — KGNO, Dodge City, Kans. Chief Announcer.

DUDLEY, J.
Announcer—WGBB, Freeport, N. Y. Chief Announcer.
DUDLEY, JIMMY
Announcer—WJJD, Chicago.
DUHAMEL, GILLES
Announcer — CKCV, Quebec. Chief Announcer.
DUMM, R. W.
Announcer—KSFO, San Francisco. Special Events.
DUNCAN, PAUL
Announcer—KVSO, Ardmore, Okla. Chief Announcer.
DUNLAP, Edwin
Announcer — WCAL, Northfield, Minn.
DUNNING, HARLAN
Announcer—KGMB, Honolulu.
DUNPHY, DON
Announcer—WINS, New York.
DUNPHY, MARY JANE
Announcer — WCKY, Cincinnati.
DUPRE, HENRY
Announcer — WWL, New Orleans.
DURHAM, ART
Announcer — WCBS, Springfield, Ill.
DURKIN, SHERWOOD
Announcer—KHBG, Okmulgee, Okla. Chief Announcer.
DWYER, DANIEL
Announcer—WSYR, Syracuse.
DYAL, BOB
Announcer — KIT, Yakima, Wash. Chief Announcer.
DYER, BILL
Announcer—WCAU, Philadelphia.

— E —

EASTMAN, NORA
Announcer — WMPC, Lapeer, Mich. Chief Announcer.
EDWARD, ARTHUR WILSON
Announcer — KOL, Seattle. Chief Announcer.
EDWARDS, CHARLOTTE
Announcer — WHEC, Rochester, N. Y.
EGNOR, NATE
Announcer — WJBL, Decatur, Ill. Chief Announcer.
ELIOTT, BILL
Announcer — WICC, Bridgeport.
ELLERS, RICHARD
Announcer—KGO and KPO, San Francisco. Chief Announcer.
ELLIOTT, LARRY
Announcer—WJSV, Washington, D. C. Chief Announcer.
ELLIOTT, W. WENDELL
Announcer — KSAL, Salina, Kan. Chief Announcer.
ELLIS, CAROLINE
Announcer — KMBC, Kansas City, Mo.
ELLSWORTH, SHERRILL
Announcer — KIDW, Lamar, Colo.
ELSON, BOB
Announcer—WGN, Chicago.
ENGLE, HOLLAND
Announcer — WCFL, Chicago. Chief Announcer.
ERICK, ROLF
Announcer — Gang Busters, CBS.
ERICKSON, WILLIAM
Announcer — KGMB, Honolulu.
ESCHEN, FRANK
Announcer—KSD, St. Louis.
ESCUDIER, BOB
Announcer—KVOL, Lafayette, La.
EVANS, DON
Announcer—KANS, Wichita.
EVANS, G. H.
Announcer — WFEA, Manchester, N. H. Chief Announcer.
EVANS, JONES
Announcer — WBAX, Wilkes-Barre, Pa.
EVANS, JOE WILLIAM
Announcer—KWTO and KGBX, Springfield, Mo.
EVANS, V. G.
Announcer — KALB, Alexandria, La. Chief Announcer.

— F —

FAGAN, HOWELL
Announcer — WJRD, Tuscaloosa, Ala.
FAILOR, DICK
Announcer—WCAZ, Carthage, Ill. Chief Announcer.
FAIRWEATHER, GORDON
Announcer — CKWX, Vancouver.
FALCONNIER, HARNOLD
Announcer — WSUN, St. Petersburg, Fla.
FARNUM, WILLARD
Announcer—WEMP, Milwaukee.
FARR, FLOYD
Announcer—KDYL, Salt Lake City.
FARREL, JACKIE
Announcer — WAAT, Jersey City.
FARRINGTON, FIELDEN
Announcer — WXYZ, Detroit. Green Hornet MRN, Man on Street Broadcast; Remote Dance Programs.
FAUST, ART
Announcer—KOIL, Omaha.
FEAGIN, ROBERT R.
Announcer — WTOC, Savannah.
FELLY, EVELYN M.
Announcer — CKPC, Brantford, Ont.
FERGUSON, HUGH F.
Announcer — WFMD, Frederick, Md.
FIELDS, ORVILLE
Announcer — WPAY, Portsmouth, Ohio. Chief Announcer.
FINCH, HOWARD K.
Announcer — WJIM, Lansing, Mich.
FINCH, J. E.
Announcer — KVOD, Denver. Chief Announcer.
FINLEY, STUART
Announcer — WALR, Zanesville, Ohio. Chief Announcer.
FISHER, BENNETT
Announcer—KOMO and KJR, Seattle. Chief Announcer.
FITZGIBBONS, JOHN M.
Announcer — WSAR, Fall River, Mass.
FITZPATRICK, JACK L.
Announcer—KLZ, Denver.
FLEISHER, NATHAN
Announcer—WDAS, Philadelphia.
FLEMING, B. A.
Announcer — KDFN, Casper, Wyo.
FLEMING, JAMES
Announcer—WGN, Chicago.
FLEMING, WILLIAM
Announcer — KWYO, Sheridan, Wyo.
FLANNERY, HARRY W.
Announcer — KMOX, St. Louis.
FOERSTER, WILLIAM CHARLES
Announcer — WBNX, New York City.
FOLL, CHARLES
Announcer — KYOS, Merced, Cal. Chief Announcer.
FORBES, DON
Announcer — KNX, Los Angeles CBS. Listerine Program, Tussy-Hawaiian Moon, Nash Motors Program, Gold Medal Hour, Music From Hollywood, Western Home, Split Seconds In History, Diary of a Music Lover, Columbia Church of the Air, Grand Coulee Dam Aerial Description.
FOSTER, CARROLL B.
Announcer—KFPY, Spokane.
FOSTER, J.
Announcer — WCHS, Charleston, W. Va. Chief Announcer.
FOSTER, THOMAS FREDERICK
Announcer — WRUF, Gainesville.
FOWLKES, ROSSER JR.
Announcer — WBTM, Danville, Va.
FOX, MYRON
Announcer—KDYL, Salt Lake City.
FRANK, WALTER
Announcer — WCBA and WSAN, Allentown, Pa.
FRANKLIN, O.
Announcer — KGKB, Tyler, Tex. Chief Announcer.
FREAR, ROBERT
Announcer — WCAD, Canton, N. Y. Chief Announcer.
FREDRICKS, PAT
Announcer — WDWS, Champaign, Ill. Chief Announcer.
FREEMAN, GENE
Announcer — KTW, Seattle. Chief Announcer.
FREEMAN, PAT
Announcer — CFAC, Calgary, Al. Chief Announcer.
FRIEND, J. P.
Announcer—KLCN, Blytheville, Ark.
FROSCH, BILL
Announcer—WIRE, Indianapolis.
FROST, PAUL
Announcer—CKTB, St. Catherines, Ont. Chief Announcer.
FULKS, CLARK
Announcer — WACO, Waco, Texas. Chief Announcer.
FUNNEMARK, EDWARD
Announcer — WCAL, Northfield, Minn.

— G —

GALLAHER, EDDIE
Announcer — KTUL, Tulsa. Chief Announcer.
GAMBLE, RON
Announcer—WHIO, Dayton.
GARDINER, DONALD
Announcer—WAIR, Winston-Salem, N. C. Chief Announcer.
GARRIGUS, FREDERICK
Announcer — WHDH, Boston. Chief Announcer.

GATLIN, MAURICE B.
Announcer—WBNO, New Orleans. Political Comments.

GAY, CAROL
Announcer—KMOX, St. Louis.

GAYLORD, CHESTER
Announcer—W T A G, Worcester, Mass. Chief Announcer.

GAYMAN, VAUGHN
Announcer—WKBB, Dubuque, Iowa. Chief Announcer.

GEEHAN, JERRY
Announcer — K V I, Tacoma, Wash.

GENSEL, CARL
Announcer — WXYZ, Detroit. WPA Detroit Symphony Orchestra, Eastwood Gardens Orchestra.

GENTILE, JOE
Announcer—CKLW, Windsor. Chief Announcer.

GEORGE, CARL
Announcer—WGAR, Cleveland. Chief Announcer.

GERARD, PAUL
Announcer — WEDC, Chicago. Chief Announcer.

GIBSON, MRS. ERICK
Announcer — K P L C, Lake Charles, La.

GILBERT, AL.
Announcer — WIBA, Madison, Wis.

GLADSTONE, HENRY
Announcer—Ida Bailey Allen's Homemakers WHN, The Life of Mary Sothern WLW-WHN.

GLENN, BOB
Announcer—KHBC, Hilo, Hawaii. Chief Announcer.

GLOYNE, RICHARD FEATHERSTONE
Announcer — KFAB-KFOR, Lincoln.

GLUNS, R. H. JR.
Announcer—CBW, Windsor.

GODFREY, ARTHUR
Announcer—WJSV, Washington, D. C. Master of Ceremonies.

GODWIN, CHARLES WILLIAM
Announcer—U. S. Army Band Programs CBS, U. S. Navy Band Programs CBS, U. S. Cabinet Series CBS, Musical Cartoons MBS, Studies in Contrast MBS.

GOHRING, RUSSELL
Announcer — W S P D, Toledo. Chief Announcer.

GOLDMAN, PAUL
Announcer — W J B O, Baton Rouge. Chief Announcer.

GOLDEN, VIRGINIA
Announcer—W C K Y, Cincinnati.

GOLDER, HARRY
Announcer—W X Y Z, Detroit. Sunrise Breakfast Club, Ann Worth MRN.

GODSMITH, LEE
Announcer—W C K Y, Cincinnati. Chief Announcer.

GOODWIN, BILL
Announcer—Camel Caravan CBS, Sunkistime.

GRAHAM, FRED
Announcer—KFEL, Denver.

GRAHAM, GORDON
Announcer—CBS.

GRAINGER, JACK
Announcer—CKCW, Moncton, N. B.

GRANT, BRUCE
Announcer—WJBC, Bloomington, Ill. Chief Announcer.

GRANT, H. J.
Announcer—W A L A, Mobile, Alabama. Chief Announcer.

GRANT, PETER
Announcer—WLW and WSAI, Cincinnati. Chief Announcer.

GRANT, TAYLOR
Announcer—WCAU, Philadelphia.

GRAUER, BEN
Announcer—Your Hit Parade CBS-NBC, Magic Key NBC, Rippling Rhythm Revue NBC, Walter Winchell Program NBC.

GREB, LARRY
Announcer — WEMP, Milwaukee.

GREEN, WILLIAM
Announcer—WNAD, Norman, Okla.

GREENE, ROSALINE
Announcer—The Hour of Charm NBC.

GREENLAW, SHERWIN
Announcer—WLNH, Laconia, N. H. Chief Announcer.

GREENLEE, FRED
Announcer — K M A, Shenandoah, Iowa. Chief Announcer.

GREGORY, C. B., JR.
Announcer—K F P L, Dublin, Texas.

GREGORY, DOC
Announcer—WABI, Bangor.

GRIER, HARRY
Announcer — KTRH, Houston.

GRIFFIN, BOBBY
Announcer — W H O, Des Moines. Virginia Dare Programs, Old and New, Sunset Corners Frolic.

GRIFFITH, LESTER LEE
Announcer—NBC. The Story of Mary Marlin, Dan Harding's Wife, Girl Alone, There Was a Woman, Court of Kitchen Relations, Tom Mix Straight Shooters, American Medical Association Program, Young Hickory.

GRISWOLD, WALTER PRICE
Announcer—WIBX, Utica.

GRIZZARD, TED
Announcer—WLAP, Lexington, Ky. Chief Announcer.

GROBE, AL
Announcer—WINS, New York.

GUEST, J. EDGAR
Announcer — CKCL, Toronto. Chief Announcer.

GUILD, AL
Announcer — W I B X, Utica, N. Y. Chief Announcer.

GUNN, GEORGE
Announcer — WMAL and WRC, Washington, D. C.

GUSTOFSEN, LELAND
Announcer—KGFW, Kearney, Nebr. Chief Announcer.

GUYE, WRAY
Announcer—KLAH, Carlsbad, N. M. Chief Announcer.

— H —

HASSE, WALTER
Announcer—WDRC, Hartford, Conn. Chief Announcer.

HACKETT, JOHN W.
Announcer — WOWO-WGL, Fort Wayne. Man in the Street Program, Billboard of the Air, Tri-Topics in the News, Home Folk's Frolic, Out of Bounds.

HAID, "DUTCH"
Announcer—WLEU, Erie.

HAIGHT, A. H.
Announcer — W E L L, Battle Creek. Chief Announcer.

HALE, ALAN
Announcer — WISN, Milwaukee.

HALE, CECIL
Announcer—W F A A, Dallas. Early Birds, Evelyn and the Rhythm Rowdies, Morningsong, Melody Souvenirs TQN, Songs to Remember TQN, Gail Northe Program TQN, Captain Jolly and Crew TQN, Good Old Timers, Mary Lane Kitchen, Honeyouth Time, Sledges Happy Workers, Rambling Cowboys TQN.

HALL, EDWARD B.
Announcer—WBZ and WBZA, Boston.

HALL, HARRY
Announcer — K F W B, Hollywood. Chief Announcer.

HALL, RADCLIFFE
Announcer — W G Y, Schenectady.

HALL, SAMUEL
Announcer—W A F G, Dothan, Alabama. Chief Announcer.

HALPERN, D. H.
Announcer — W B R Y, Waterbury, Conn. Chief Announcer.

HALPIN, JOSEPHINE
Announcer—KMOX, St. Louis.

HAMBLY, M. DONALD
Announcer — KRE, Berkeley, Calif. Chief Announcer.

HAMMER, JOE
Announcer — K F P W, Fort Smith, Ark.

HANLON, TOM
Announcer — K N X, Los Angeles.

HANSEN, CLIFFE
Announcer—K R K O, Everett, Wash. Chief Announcer.

HASE, EDWARD W.
Announcer — WCHV, Charlottesville, Va. Chief Announcer.

HASEL, JOE
Announcer — W N Y C, New York.

HASSELL, W. G.
Announcer — C K C D, Vancouver. Chief Announcer.

HARDEN, FRANK
Announcer — WFTC, Kinston, N. C. Chief Announcer.

HARDING, WILLIAM
Announcer — W I N S, New York. Chief Announcer.

HARRINGTON, JACK
Announcer — K F D M, Beaumont, Tex. Chief Announcer.

HARRIS, BOB H.
Announcer — W A R D, Brooklyn-WEVD, New York. Madison Loan Program WMCA, Finlay Straus News WMCA, Home Social Program WMCA.

HARRIS, LESLIE
Announcer—W Q A M, Miami. Special Events.

HART, MAURICE
Announcer — W A A T, Jersey City. Chief Announcer.

HARVEY, WALTER
Announcer—WAAB, Boston.

HATTIE, WOODROW
Announcer — W J B O, Baton Rouge.

HAWKINS, DONALD V.
Announcer — W E A U, Eau Claire-KSTP, St. Paul.

HAYES, PAT
Announcer—KPQ, Wenatchee, Wash. Chief Announcer.

HEAD, I. R.
Announcer—KRQA, Santa Fe. Chief Announcer.

HEADRICK, EARL
Announcer — K S L M, Salem, Ore.

HEFFERNAN, W. P.
Announcer—WBTM, Danville, Va. Chief Announcer.

HEIMLICH, W. F.
Announcer—W O S U, Columbus. Chief Announcer.

HEISS, ROBERT
Announcer — WTMJ, Milwaukee. Chief Announcer.

HELMS, SHELLEY
Announcer — W S F A, Montgomery, Alabama.

HENDERSON, BROOKS
Announcer—KSTP, St. Paul-Minneapolis. Winter Carnival N B C, Royal Gelatin Hour Guest NBC, On the Scene, University Farm School Programs, Inland Coal Co. Programs.

HENDRICKSON, ERNEST
Announcer—WGCU, Mandan, N. D. Chief Announcer.

HENDRIX, JAMES
Announcer — W C O A, Pensacola, Fla. Chief Announcer.

HENNESSEY, FRANK
Announcer — K L R A, Little Rock, Arkansas. Chief Announcer.

HERGET, JOSEPH
Announcer—W B L K, Clarksburg, W. Va.

HERRIN, WELDON W.
Announcer — W T O C, Savannah. Chief Announcer.

HERSHEY, AARO
Announcer — WOWO - WGL, Fort Wayne. Berghoff Gardens Program.

HICKS, CHARLES G.
Announcer—WSOC, Charlotte, N. C. Chief Announcer.

HICKS, MORRIS
Announcer — W I R E, Indianapolis. Chief Announcer.

HIESTAND, JOHN HALLAM
Announcer — NBC. Hollywood in Person. Olsen & Johnson Program, Royal Gelatin Hour, Werner Janssen and Orchestra, Ozzie Nelson and Orchestra.

HIGHTOWER, BILL
Announcer—W F A A, Dallas, KTAT, Fort Worth, KFJZ, Fort Worth, KXYZ, Houston.

HILDEBRAND, KEN
Announcer — W J A S, Pittsburgh.

HILL, EVERETT G.
Announcer—W C A P, Asbury Park, N. J.

HILL, RUPERT
Announcer—W C A P, Asbury Park, N. J.

HINKEL, GEORGE WASHINGTON
Announcer—Orkil Electric Co. Program WTIC.

HIRONS, TED
Announcer — W F L A, Clearwater, Fla.

HODGES, PAUL
Announcer — WHEF, Jackson, Miss.

HODSON, GORDON
Announcer — C K M O, Vancouver. Chief Announcer.

HOHENSTEIN, HERMAN H.
Announcer—KFUO, St. Louis. Chief Announcer.

HOLBERT, GEORGE
Announcer—KOKO, La Junta, Colorado. Chief Announcer.

HOLDEN, JACK HAVILAND
Announcer—Uncle Ezra NBC, National Barn Dance NBC, Keystone Party WLS, Murphy Jamboree WLS.

HOLLAND, FRENCH HERSCHEL
Announcer—KFBI, Abilene.

HOLLEY, WAKEFIELD
Announcer—K W K H, Shreveport. The Homely Philosopher, The Quiet Observer, M e m o r y Lane, Grits and Gravy.

HOLLINGER, FIN
Announcer—C J K L, Kirkland Lake, Ont. Chief Announcer.

HOLLISTER, HERB
Announcer—KANS, Wichita.

HOLLY, DE B.
Announcer—CHSJ, St. John, N. B. Chief Announcer.

HOLMES, LYALL
Announcer—CJCA, Edmonton, Al.

HOLTMAN, JOHN
Announcer—NBC. Tom Mix Straight Shooters, Don Winslow of the Navy, The Farm and Home Hour, Roy Shield Revue.

HONODEL, DON
Announcer — K H S L, Chico, Calif. Chief Announcer.

CARLTON KaDELL

ANNOUNCING

"BIG TOWN"

Edw. G. Robinson—Claire Trevor

Rinso—CBS

★

UNION OIL

"THRILLS"—NBC

★

RADIO FOLK

READ

RADIO DAILY

REGULARLY

HOOPER, JACK
Announcer — W M B G, Richmond. Chief Announcer.
HOPKINS, JOHN
Announcer — K F J Z, Fort Worth.
HOPPER, RICHARD
Announcer—W C A P, Asbury Park, N. J. Chief Announcer.
HORN, BOB
Announcer — W A L R, Zanesville, O.
HORN, ROBERT
Announcer—WCAM, Camden, N. J. Chief Announcer.
HOSS, DAVE
Announcer — KORE, Eugene-K S L M, Salem - KGW - KEX, Portland. Special Events.
HOUSH, MERLE
Announcer—WLS, Chicago.
HOXIE, DWIGHT
Announcer — K S L M, Salem, Ore. Chief Announcer.
HUDSON, TOM
Announcer — KTSA, San Antonio.
HUESBY, LARRY
Announcer—KMO, Tacoma.
HUGHES, JOHN B.
Announcer—KFRC, San Francisco.
HUGHES, JOHN WALLACE
Announcer—KVOO, Tulsa.
HULL, DICK
Announcer — W O I, Ames, Iowa.
HUMBERT, E. P.
Announcer — WTAW, College Station, Texas.
HURD, JOE
Announcer — W F D F, Flint, Mich.
HURLBERT, EVELYN
Announcer—KABR, Aberdeen, S. D.
HURLEY, M. L.
Announcer — K I D W, Lamar, Colorado.
HURT, ZACK
Announcer — K F J Z, Fort Worth.
HUSSEY, TOM
Announcer—WNAC, Boston.
HUTCHISON, BILL
Announcer—CKCW, Moncton, N. B.

— I —

IRWIN, GEORGE
Announcer — KEHE, Los Angeles.
IRWIN, PHILIP RODERIC
Announcer—KGW-KEX, Portland. Standard Symphony.
ISARAEL, FRANK
Announcer — W J R D, Tuscaloosa, Alabama.
IZZARD, WESLEY S.
Announcer—KGNC, Amarillo, Texas.

— J —

JACKSON, FRANK
Announcer—KGFF, Shawnee, Okla. Chief Announcer.
JACKSON, GLEN
Announcer—W L V A, Lynchburg, Va.
JACKSON, THOMAS
Announcer — WCOA, Pensacola, Fla.
JACOBS, TOM
Announcer—KTRH, Houston.
JAEGER, JOHN
Announcer — W N E W, New York. Chief Announcer.
JAMES, GLEN
Announcer — WHBL, Sheboygan, Wis. Chief Announcer.
JARZEBOWSKI, OCHRYMOWICZ
Announcer — W B N X, New York.
JAY, DICK
Announcer — K I U N, Pecos, Texas. Chief Announcer.
JAY, HARRY
Announcer—WBLY, Lima, O.
JEFFERIES, DAVID
Announcer—WHDL, Olean, N. Y. Chief Announcer.
JESSEE, RANDALL
Announcer—KWOS, Jefferson City, Mo. Chief Announcer.
JEWETT, H. C. JR.
Announcer—KABR, Aberdeen, S. D.
JOHNSON, ARVID
Announcer — K R M D, Jamestown, N. D. Chief Announcer.
JOHNSON, DAVID
Announcer — W C A L, Northfield, Minn. Chief Announcer.
JOHNSON, T. W.
Announcer — KGHL, Billings, Mont. Chief Announcer.
JOHNSTON, MARVIN E.
Announcer—K F X D, Nampa, Ida. Chief Announcer.
JONES, KENNETH
Announcer — K F D Y, Brookings, S. D.
JONES, ROY
Announcer — WQDM, St. Albans, Vt.
JORDAN, CORINNE
Announcer—KSTP, St. Paul. Daily Messenger, Afternoon Edition.
JORDAN, HARRY
Announcer — K M O, Tacoma. Chief Announcer.
JORY, WILLIAM
Announcer — WMBC, Detroit. Chief Announcer.
JOUBARNE, P.
Announcer—C R C K, Quebec. Chief Announcer.
JOY, RICHARD (DICK) W.
Announcer—CBS. Good Afternoon Neighbors, Kathryn Cravens' News Through a Woman's Eye, My Secret Ambition, Thomas Conrad Sawyer Series.
JYSTAD, ADOLPH
Announcer — K G C X, Wolf Point, Mont.

— K —

KaDELL, CARLTON
Announcer — Chase and Sanborn Hour NBC, Chesterfield Program CBS, Amos 'n' Andy NBC.
KALUSCHE, EARLE J.
Announcer—W F A A, Dallas. Birdbrand Pan-Americans, Birdbrand Cowboys, Honeyouth Masquerade, Good Old Timers, Early Birds, Preston Trio, Roger Pryor Orchestra, Rambling Cowboys TQN, Hyral Smilers, Treasure Gold.
KARN, BILL
Announcer—K P D N, Pampa, Texas. Chief Announcer.
KATZMEYER, REV. ROBERT
Announcer — WSAY, Rochester, N. Y. Church News.
KEATING, JACK
Announcer—K F J I, Klamath Falls, Ore. Chief Announcer.
KEECH, KELVIN
Announcer — Billy and Betty NBC, Fireside Recitals NBC, Popeye, The Sailor CBS.
KEEGAN, FRANK
Announcer — K B T M, Jonesboro, Arkansas. Chief Announcer.
KEEHN, NEAL
Announcer—K M B C, Kansas City, Mo. Special Events.
KEIRSEY, ALEX
Announcer — W A P O, Chattanooga. Chief Announcer.
KELLY, E.
Announcer—C K C D, Vancouver.
KENNARD, STEWARD
Announcer — W F B R, Baltimore. Special Events.
KENNEDY, KEN
Announcer—W D A Y, Fargo, N. D. Chief Announcer.
KENT, DONALD
Announcer — WMEX, Boston.
KENYON, DOUGLASS MORROW
Announcer — W B A P, Fort Worth. Buck Boy, Bob and Art.
KENYON, J. A.
Announcer—KOKO, La Junta, Colorado.
KEPHART, WILLIAM MERLIN
Announcer—NBC Concerts.
KERR, DON
Announcer — W M C A, New York. Master of Ceremonies.
KERRIGAN, JACK H.
Announcer — W H O, Des Moines. Crescent Hour of Music, Kentucky Club All-Star Revue.
KERWOOD, ORIE
Announcer—WNAX, Yankton, S. D. Chief Announcer.
KIDDER, PATRICIA BURNS
Announcer—KLZ, Denver. Virginia Shaw.
KILLEM, J. W.
Announcer—WSAU, Wausau, Wis.
KILLICK, LAWRENCE "WHITEY"
Announcer — WCAX, Burlington, Vt.
KILPATRICK, REID F.
Announcer—K E H E, Los Angeles.
KING, JEAN PAUL
Announcer—Myrt and Marge C B S, On Broadway N B C, Gangbusters CBS, Floyd Gibbons Your True Adventures CBS, The Voice of Experience NBC, The Lamp Lighter MBS, Palmolive Operettas CBS.
KING, JOHN REED
Announcer — Heinz Magazine of the Air CBS, Babe Ruth Sinclair Refining Co. Program CBS, Chrysler Football Parade CBS, Phil Cook's Morning Almanac CBS, Mark Warnow's Blue Velvet Program C B S, Fels Naptha Program CBS, Fordham - Kellogg Football Broadcasts WINS.
KING, MARGARET
Announcer—K F R U, Columbia, Mo.
KING, ROGER
Announcer — KOMA, Oklahoma City.
KIPP, HELEN
Announcer — C H W K, Chilliwack, B. C.

KISTLER, GLEASON
Announcer—WHLB, Virginia, Minn. Chief Announcer.

KIRBY, DURWARD
Announcer—NBC. NBC Minstrels, Don Winslow of the Navy, Harry Kogen and Orchestra, Escorts and Betty, Tom Mix Straight Shooters, Four Vagabonds, Grant Park Concerts, RCA Victor Program, Look Magazine Program, Rival Dog Food Program, Promenade Concerts. Special Events.

KIRBY, JIMMY
Announcer — WRGA, Rome, Ga. Chief Announcer.

KIRBY, ROBERT LEE
Announcer—WBT, Charlotte. Special Events, Street Interviews.

KIRCHNER, CLAUDE HINDENBURG
Announcer — NBC. Marck Weber Program.

KIRKHAM, ART
Announcer—KOIN, Portland, Ore.

KIRKPATRICK, JESS
Announcer—WGN, Chicago. Melodies from the Sky, Rhythm and Romance, On a Sunday Afternoon, Curtain Time MBS, Rube Appleberry, 30 Minutes in Hollywood MBS.

KLIMENT, BOB
Announcer—WSAZ, Huntington, W. Va.

KLODE, FRANK
Announcer—WEMP, Milwaukee.

KNAPP, TED
Announcer — WAPO, Chattanooga.

KNEASS, DON
Announcer — KIRO, Seattle —KFBK, Sacramento—KMJ, Fresno — KOIN, Portland — KGW-KEX, Portland.

KNEHR, BILL
Announcer — KRKO, Everett, Wash.

KNIGHT, K.
Announcer — WEXL, Royal Oak, Mich. Chief Announcer.

KOSCH, PHIL
Announcer — WFEA, Manchester, N. H.

KRAMER, HARRY
Announcer — WNEW, New York. Special Events.

KRAUSE, MARVIN
Announcer—WKY, Oklahoma City.

KREUGER, FRANK
Announcer — WFAB, New York. Chief Announcer.

KROEGER, BERRY
Announcer — KFWB, Hollywood.

KROSS, RICHARD HARDING
Announcer — WGES-WSBC-WCBD Chicago. Special Events.

KUHL, HILARY DENLEY
Announcer — WOWO-WGL, Fort Wayne. Polly Pretends.

KUYHENDALL, HARRY
Announcer—WBIG, Greensboro. Radio Reporter, Our Neighbors.

— L —

LABHARD, EUEL
Announcer — KFBK, Sacramento. Chief Announcer.

LA BOUR, R. L.
Announcer—WJJD, Chicago. Chief Announcer.

LA FORCE, CHARLES
Announcer — WEMP, Milwaukee. Chief Announcer.

LA FRANO, TONY
Announcer—KDB, Santa Barbara, Calif. Chief Announcer.

LAGERQUIST, RAY
Announcer — WFEA, Manchester, N. H.

LAGO, JOSE
Announcer — WPRA, Mayaguez, P. R.

LAING, JOHN NOLTY
Announcer—CBS. Staff.

LAKE, J. B.
Announcer—KFOR, Lincoln, Nebr. Chief Announcer.

LALONDE, JOHN
Announcer—CKAC, Montreal.

LAMPEL, HAROLD
Announcer — WCBA and WSAN, Allentown, Pa.

LANCASTER, S.
Announcer — CFRN, Edmonton, Al. Chief Announcer.

LANGENHEIM, FRED
Announcer — WNAC, Boston.

LANTRY, HARRY
Announcer — KHQ, Spokane. Chief Announcer.

LASSEN, LEO
Announcer — KRSC, Seattle.

LATHAM, JACKSON
Announcer — KXA, Seattle. Chief Announcer.

LAUGHLIN, KEN
Announcer — KFQD, Anchorage. Chief Announcer.

LAURIE, BILL
Announcer—KONO, San Antonio. Chief Announcer.

LAUX, ED
Announcer — WAAT, Jersey City.

LAUX, FRANCE
Announcer — KMOX, St. Louis. Chief Announcer.

LAVALLE, GENE
Announcer—WCLE and WHK, Cleveland.

LAWDER, SAM
Announcer — WRTD, Richmond. Chief Announcer.

LAWRENCE, JERRY
Announcer—Coffee Club MBS, Gabriel Heatter News Commentary MBS, Strathmore Serenade MBS, Life Studies by Tom Powers MBS, Famous Jury Trials MBS, Stan Lomax's Sport's Review MBS, Let's Visit MBS, Midnight in Manhattan MBS, Serenade to American Women MBS, The Listener Speaks MBS, Major Bowes' Capital Family CBS, Aunt Susan's Sunday Morning Party CBS, Columbia News Reporter CBS, Our American Neighbors CBS, Poets' Gold CBS, Romany Trail CBS, Songs by Doris Kerr CBS, Remote Wire Orchestra Broadcasts CBS.

LAWRENCE, MORTON (MORT)
Announcer — Sleepy Hollow and Happy Valley Programs, WCAU-WOR.

LEAVITT, BUD
Announcer—WABI, Bangor.

LE BLANC, J. L.
Announcer—CJLS, Yarmouth, N. S.

LEE, J. C.
Announcer — KFXM, San Bernardino.

LEE, H. W.
Announcer—WMFD, Wilmington, N. C. Chief Announcer.

LEIDEVELT, JACK
Announcer — WKBZ, Muskegon, Mich.

LEISURE, CLARENCE
Announcer — KHSL, Chico, Calif.

LELAND, CY
Announcer — WBAP, Fort Worth.

LE MOND, BOB
Announcer — KEHE, Los Angeles.

LE ROY, HARRY
Announcer—KGGC, San Francisco. Chief Announcer.

LE SUEUR, PERC
Announcer — CHML, Hamilton, Ont.

LETSON, ED
Announcer—KWBG, Hutchinson, Kan. Chief Announcer.

LEVERMAN, BILL
Announcer — KRMD, Shreveport, La.

LEVINE, ALBERT
Announcer — WCAM, Camden, N. J.

LEWIS, DON
Announcer — WSMB, New Orleans.

LEWIS, JACK
Announcer — KARK, Little Rock, Arkansas. Chief Announcer.

LILES, MARDI
Announcer — WFLA, Clearwater, Fla. Chief Announcer.

LINDSAY, ART
Announcer — KXRO, Aberdeen, Wash.

LINDSAY, BERT
Announcer — CFCL, Ogdensburg, N. Y. Chief Announcer.

LINK, LOUIS J.
Announcer — WSUN, St. Petersburg, Fla. Chief Announcer.

LINN, ART
Announcer — KVI, Tacoma, Wash.

LINN, MARTHA
Announcer — Rhythm in the Air WMAQ, Teatime Varieties WMAQ, Music Circle WENR, Romance and Rhythm WMAQ, Morning Greetings, WMAQ, Court of Kitchen Relations WMAQ.

LITTLE, GERALD
Announcer — WJRD, Tuscaloosa, Alabama. Chief Announcer.

LITTLE, JAMES B.
Announcer—WPTF, Raleigh.

LIVERMORE, MARK
Announcer — WCAD, Canton, N. Y.

LOBER, PAUL
Announcer — WCAL, Northfield, Minn.

LOEB, O. W.
Announcer—CJLS, Yarmouth, N. S. Chief Announcer.

LOEB, TOM
Announcer—WDNC, Durham, N. C.

LOGAN, JACK
Announcer — WJAS, Pittsburgh.

LONGSTREET, R. L.
Announcer — WFMD, Frederick, Md. Chief Announcer.

LONGWELL, ROBERT
Announcer—WJBK, Detroit.

LOPEZ, JOSEPH
Announcer — WICC, Bridgeport.

LOSEY, GEORGE
Announcer — WDZ, Tuscola, Ill. Chief Announcer.

LOUDON, GORDON
Announcer — WJBO, Baton Rouge.

LOUNSBURY, RAYMOND
Announcer — KIDW, Lamar, Colorado.

LOWELL, KEN
Announcer—KRGV, Weslaco, Texas.

LOWRANCE, BOMAR
Announcer—WSOC, Charlotte, N. C.

LOWREY, MEADOR
Announcer — WHAS, Louisville. Chief Announcer.

LOZANO, J. F.
Announcer—KONO, San Antonio. Spanish.

LUETH, CHARLES
Announcer — WCLO, Janesville, Wis. Chief Announcer.

LUKE, THERON
Announcer — KFQD, Anchorage.

LUND, VICTOR H.
Announcer — WIS, Columbia, S. C. Chief Announcer.

LUNDQUIST, ELDON
Announcer — WTRC, Elkhart, Ind.

LYMAN, A.
Announcer — WBNX, New York.

LYNCH, CECIL
Announcer—KDON, Monterey. Chief Announcer.

LYNCH, EDWARD MAYNARD
Announcer — WIBX, Utica. Dawn Patrol.

LYON, EDDIE
Announcer — KMPC, Beverly Hills.

LYON, CHARLES
Announcer—NBC. Aunt Jemima, Kaltenmeyer's Kindergarten, Public Hero No. One, It Can Be Done, Sach's Amateur Hour, Charlie on the Spot.

— *M* —

McADAMS, ALONZO RAYMOND
Announcer — KGBX, Springfield, Mo.

McALLISTER, H. J.
Announcer — KVI, Tacoma, Wash. Chief Announcer.

McCAIN, W. H.
Announcer — WBRC, Birmingham.

McCARON, E.
Announcer—CKCW, Moncton, N. B. Chief Announcer.

McCLURE, KEN B.
Announcer — WOAI, San Antonio.

McCORD, WILLIAM A.
Announcer—KFPY, Spokane.

McCORMICK, STEPHEN
Announcer — WOL, Washington, D. C. Chief Announcer.

McCURLEY, LANSE
Announcer — WDAS, Philadelphia.

McDANIELS, K.
Announcer — KPLC, Lake Charles, La. Chief Announcer.

McDONALD, JOHN
Announcer—KFRO, Longview. Chief Announcer.

McENIRY, MATTHEW
Announcer — KLZ, Denver. Chief Announcer.

McGLOGAN, JOHN FRANK
Announcer—KSTP, St. Paul. Special Events, Hamm's Varsity Hour, The Household Forum Guest, The Soap-Box Derby.

McGOFFIN, W. M.
Announcer—KXRO, Aberdeen, Wash. Chief Announcer.

McINTIRE, J. CHARLES
Announcer — WMBH, Joplin, Mo. Chief Announcer.

McINTYRE, FRANK
Announcer — KBST, Big Spring, Ark. Chief Announcer.

McKENZIE, M. H.
Announcer — CJCJ, Calgary, Al. Chief Announcer.

McKIERNAN, J.
Announcer — WSMK, Dayton. Chief Announcer.

McKNIGHT, WES
Announcer — CFRB, Toronto. Chief Announcer.

McLAUGHLIN, FRANCIS
Announcer — WBAX, Wilkes-Barre, Pa.

McLESKY, JOE
Announcer — WSOC, Charlotte, N. C.

McQUAID, BERNARD
Announcer — WFEA, Manchester, N. H.

McMURRAY, EMMET
Announcer — WHBQ, Memphis. Chief Announcer.

McNAMARA, JOHN F.
Announcer—WBZ and WBZA, Boston. Chief Announcer.

McNAMEE, GRAHAM
Announcer — Royal Gelatin Hour NBC.

McNEIL, IDA A.
Announcer — KGFX, Pierre, S. D. Chief Announcer.

MacCAULEY, PAUL
Announcer—KOKO, La Junta, Colo.

MacDILL, W.
Announcer — WTAD, Quincy, Ill.

MacDONALD, R.
Announcer — CKUA, Edmonton, Al.

MacGOWAN, MALCOLM
Announcer — CHSJ, St. John, N. B.

MacGREGOR, HORACE
Announcer—WMSD, Sheffield, Ala.

MacGREGOR, J. C.
Announcer—KOB, Albuquerque. Chief Announcer.

MacININCH, NELSON
Announcer—KVOD, Denver.

MAIN, CLAUDE
Announcer — KGNO, Dodge City, Kans.

MALETTE, HARRY
Announcer—WORL, Boston.

MALLOW, JOHN
Announcer—KFPY, Spokane.

MALONIN, ROY
Announcer—CKAC, Montreal. Chief Announcer.

MANNING, KNOX
Announcer — KNX, Los Angeles.

MANNING, TED
Announcer — WTAM, Cleveland. Special Events.

MANNING, TOM
Announcer — RCA Magic Key Program NBC, Special Events NBC.

MARGET, MANNY
Announcer—KVOX, Moorhead. Chief Announcer.

MARRION, FRANK
Announcer — KOOS, Marshfield, Ore. Chief Announcer.

MARTIN, JACK
Announcer — WKBH, La Crosse, Wis.

MARTIN, JACK
Announcer — WARD, Brooklyn. Chief Announcer.

MARTIN, J. L.
Announcer — KRQA, Santa Fe.

MARTIN, O. O.
Announcer—CHLP, Montreal.

MARTIN, RAYMON
Announcer—KVSO, Ardmore, Okla.

MARTIN, THOMAS EMMET
Announcer—WSYR, Syracuse, WIBX, Utica.

MASTRO, M.
Announcer—WEDC, Chicago.

MATT, LEONARD
Announcer — WDAS, Philadelphia.

MATTHEWS, J. B.
Announcer—KGGM, Albuquerque. Chief Announcer.

MAWSON, RICHARD
Announcer — WBAX, Wilkes-Barre, Pa.

MAY, FOSTER
Announcer—WOW, Omaha.

MAYHEW, ART JR.
Announcer — WBRB, Red Bank, N. J. Chief Announcer.

MAYHEW, WILLIAM A.
Announceir — WCSC, Charleston, W. Va. Chief Announcer.

MELIA, BILL
Announcer — WSPA, Spartanburg, S. C. Chief Announcer.

MELIA, WILLIAM F.
Announcer — WOLS, Florence, S. C. Chief Announcer.

MENARD, GEORGE
Announcer—WROK, Rockford, Ill. Chief Announcer.

MERRIDEW, REG
Announcer—WKOK, Sunbury, Pa. Chief Announcer.

MERRYMAN, BOB
Announcer — WMMN, Fairmont, W. Va.

METCALF, ELLIOT
Announcer—KMO, Tacoma.

MEYER, MARGUERITE
Announcer — WOMT, Manitowoc, Wis.

MICHAELS, RAYMOND
Announcer — WMMN, Fairmont, W. Va.

MIDDLETON, BILL
Announcer — WDWS, Champaign, Ill.

MILES, BOB
Announcer — WOI, Ames, Iowa.

MILLER, DAVID
Announcer—Rolls Razor Program MBS, McKesson & Robbins Program.

MILDER, NATE
Announcer — WALR, Zanesville, Ohio.

MILLER, JOHN
Announcer — WSJS, Winston-Salem, N. C. Chief Announcer.

MILLER, RUSSELL
Announcer — KADA, Ada, Okla. Chief Announcer.

MILLS, HUSH
Announcer—CHNS, Halifax.
MINOR, VERN
Announcer — KVGB, Great Bend, Kans.
MITCHELL, EVERETT GEORGE
Announcer — NBC. Werboldt Hour, Swift & Co. Program, International Live Stock Exposition, National Dairy Show.
MITCHELL, JACK C.
Announcer—KVOO, Tulsa.
MOCK, BILL RUSSELL JR.
Announcer — KVOS, Bellingham; KGW and KEK, Portland. Special Events.
MOEGLE, FRED
Announcer—WTMV, East St. Louis, Ill. Chief Announcer.
MOELLER, DOROTHY MAE
Announcer—Wolf & Desauer Magazine of the Air WOWO.
MOGG, JIM
Announcer — KSAL, Salina, Kans. Farm Programs.
MOONEY, PRENTISS
Announcer — KFEQ, St. Joseph, Mo.
MOORE, C. C.
Announcer — K O A , Denver. Chief Announcer.
MOORE, DUNCAN
Announcer—WJR, Detroit.
MOORE, FRED
Announcer — KRKO, Everett, Wash.
MOORE, JAMES
Announcer — WLVA, Lynchburg, Va. Chief Announcer.
MORELAND, EARL
Announcer — WMC, Memphis. Chief Announcer.
MORGAN, CLEM
Announcer — KIUL, Garden City, Kans. Chief Announcer.
MORGAN, HENRY
Announcer—WNAC, Boston.
MORGAN, RAY
Announcer — WPG, Atlantic City. Chief Announcer.
MORGENSON, E.
Announcer — KROC, Rochester, Minn.
MORRIS, CHICK
Announcer—WMEX, Boston.
MORRIS, DON
Announcer—WMBC, Detroit.
MORRIS, TOM
Announcer — K L O , Ogden, Utah. Chief Announcer.
MORRISON, ROBERT
Announcer—WHDF, Calumet, Mich. Chief Announcer.
MOSS, RUTH
Announcer—WAAB, Boston.
MOSS, TERRY LOGAN
Announcer — K G B X and KWTO, Springfield, Mo.
MOYER, BILL
Announcer — C J A T , Trail, B. C.
MUELLER, MARVIN
Announcer — K M O X , St. Louis.
MULROY, BERT
Announcer — W T A Q and WHBY, Green Bay, Wis. Chief Announcer.
MURPHY, MICKEY
Announcer — K T A T , Fort Worth.
MURPHY, MORELAND
Announcer — KCMO, Kansas City.
MURPHY, RAY
Announcer — KSCJ, Sioux City, Iowa.
MURPHY, ROBERT LEO
Announcer—KSTP, St. Paul. Staff, Special Events.
MURPHY, JIMMY
Announcer — WCAE, Pittsburgh.
MURRAY, MATT
Announcer — KMPC, Beverly Hills. Chieif Announcer.
MYERS, JOE
Announcer—KOA, Denver.
MYHRE, KERMIT
Announcer — KDLR, Devils Lake, N. D.

— N —

NABORS, TED
Announcer—KTRH, Houston.
NAPOLITANO, ANTHONY
Announcer — WMBQ, Brooklyn. Chief Announcer.
NEBLETT, JOHNNY
Announcer — WBNS, Columbus.
NEDVED, NED
Announcer — WNAD, Enid, Okla.
NEEDHAM, W. A.
Announcer — KOCA, Kilgore, Texas.
NELSON, KENNEDYE
Announcer—WAAF, Chicago. Chief Announcer.
NELSON, TED
Announcer — WDEV, Waterbury, Vt. Chief Announcer.
NELSON, THOMAS
Announcer — KSLM, Salem, Ore.
NEWHALL, B.
Announcer—WLW, Cincinnati.
NEWELL, HARLAN
Announcer — WLLH, Lowell, Mass. Chief Announcer.
NEWTON, WALTON
Announcer — KNOW, Austin, Texas. Chief Announcer.
NICHOLS, M.
Announcer — KDFN, Casper, Wyo. Chief Announcer.
NICOLSON, JOHN
Announcer — KFNF, Shenandoah, Iowa.
NILES, KEN
Announcer—Hollywood Hotel CBS.
NOBLE, DICK
Announcer — WDWS, Champaign, Ill.
NOGGLE, HALFORD P.
Announcer — KFQD, Anchorage.
NOLAN, P. N.
Announcer — K C R C , Endi, Okla.
NOLL, HERMAN
Announcer—WKOK, Sunbury, Pa.
NORDEEN, EARL
Announcer—WHDF, Calumet, Mich.
NORMAN, NEIL
Announcer—WIL, St. Louis. Chief Announcer.
NORRIS, PAUL
Announcer—WSOC, Charlotte, N. C.
NORVELL, CASKIE JR.
Announcer — WBIG, Greensboro, N. C.
NUNN, CLYDE
Announcer—CJCB and CJCX, Sidney, N. S.
NUSBAUM, M.
Announcer — WSAY, Rochester, N. Y. Chief Announcer.

— O —

O'BRIEN, MICHAEL
Announcer—CJOR, Vancouver.
O'CONNELL, BILL
Announcer—WNAC, Boston.
OETTGEN, BRUNNER
Announcer — W B N X , New York.
OETTGEN, HERBERT FRED
Announcer — WBNX, New York City. Staff, Special Events.
OLESON, CHESTER
Announcer — WCAL, Northfield, Minn.
OLMSTED, LEROY NELSON
Announcer — WBAP, Fort Worth.
ORMOND, NEAL
Announcer — WFAS, White Plains, N. Y.
O'SHEA, JAMES
Announcer — WLEU, Erie. Chief Announcer.
O'TOOLE, WILLIAM J.
Announcer — WCAO, Baltimore. Chief Announcer.
OWENS, FRANCIS
Announcer — WHEC, Rochester, N. Y.

— P —

PACKER, VICTOR
Announcer — WLTH, Brooklyn.
PALANGE, ANGELO
Announcer — WPEN, Philadelphia.
PARKER, CHARLOTTE
Announcer — K P L C , Lake Charles, La.
PARKER, CLARENCE
Announcer — WSPA, Spartanburg, S. C.
PARKER, FRANK
Announcer — K F J Z , Fort Worth.
PARKER, JAMES
Announcer — WATR, Waterbury, Conn. Chief Announcer.
PARKER, JOE (G.)
Announcer — NBC. Langendorf Pictorial, Jergens Journal, Amos n' Andy, Shakespeare Series, Elza Shallert Interviews, Not For Ladies, Good News of 1938, Kraft M u s i c Hall, Fleischmann Hour, Chase & Sanborn Hour, Show Boat.
PARKS, BERT
Announcer—CBS. Good Gulf Summer Stars, The Hollywood Observer.
PARSONS, VINCENT
Announcer—KPPC, Pasadena, Cal.
PATRICK, VAN
Announceir — KOCA, Kilgore, Texas. Chief Announcer.
PATTISON, RICHARD
Announcer — WSPA, Spartanburg, S. C.
PEARSON, FORT
Announcer—Don Winslow of the Navy NBC, Zenith Foundation NBC, Dari Dan NBC, First Nighter NBC, Sunshine Hour WMAQ, Vocational Service Program WMAQ, Promenade Concert NBC, Charliei on the Spot WMAQ, Hal Tooten Program.
PECK, HARRY D.
Announcer — KFBI, Abilene, Kans. Chief Announcer.

PEISER, JAMES
Announcer — WAZI, Hazelton, Pa. Chief Announcer.
PENNELL, BILL
Announcer — WIOD, Miami. Chief Announcer.
PEPPIN, L.
Announcer—CFCY, Charlottetown, P. E. I. Chief Announcer.
PERRINE, DR. GEORGE
Announcer — WIBX, Utica, N. Y.
PETERSON, EARL
Announcer—KVOL, Lefayette, La. Chief Announcer.
PETERSON, IRIS
Announcer — KDFN, Casper, Wyo.
PFAFF, ANGUS
Announcer — WJBK, Detroit. Chief Announcer.
PHILLIPS, BILLY
Announcer — KIDO, Boise. Chief Announcer.
PHILLIPS, OREL
Announcer—KJBS, San Francisco.
PHILLIPS, WILLIAM
Announcer — WBRE, Wilkes-Barre, Pa. Chief Announcer.
PICKETT, ROY
Announcer — KRRV, Sherman, Texas. Chief Announcer.
PICKREM, CLIFF
Announcer — CFCH, North Bay, Ont. Chief Announcer.
PIEROTTI, A.
Announcer—WMEX, Boston.
PIERSON, JOE
Announcer — KTAT, Fort Worth. Chief Announcer.
PINKERTON, BOB
Announcer — KYOS, Merced, Cal.
PITTS, BILL
Announcer — WBEN, Buffalo. Raconteur.
PJUNGDAHL, FAY
Announcer — KGNO, Dodge City, Kans.
POOLE, BOB
Announcer — WBIG, Greensboro. Morning Reveries, Coca Cola Civic Club, Adventures of Sonny and Buddy, Rustin Ramblers, Carolina Hillbillies.
PORTER, JANE
Announcer—KMOX, St. Louis.
POSKA, AL
Announcer—KEHE, Los Angeles. Chief Announcer.
PRICE, FRANCIS
Announcer — KFKA, Greeley, Colo. Chief Announcer.
PRICE, JOHN J.
Announcer — KGLO, Mason City, Iowa. Chief Announcer.
PRINGLE, PETE
Announcer — KNX, Los Angeles.
PUDNEY, EARLE J.
Announcer — WAGA, Atlanta. Chief Announcer.
PUTNAM, GEORGE
Announcer—KGB, San Diego. Chief Announcer.
PUTNAM, GEORGE FREDERIC
Announcer—KSTP, St. Paul. The St. Olaf Choir NBC, 1937 Winter Carnival NBC, Minneapolis Symphony Orchestra NBC, NBC Educational Features, Jamboree NBC, Tomorrow's Touchdowns, Football Preview and Revieiw, Clown Court, Knights of Note, Styles for Men Program, Know Your University, The Dream Ship, Rhythmesque, Modern Musical Moods, Twilight Time, Hubbard Oil Burner Programs.
PYRON, DICK
Announcer — WATL, Atlanta. Chief Announcer.

— R —

RAMSEY, S. WAYMOND
Announcer — KOMA, Oklahoma City. Special Events.
RAMSAY, WALLACE
Announcer — KFSD, San Diego.
RAPIEFF, KEN
Announcer — WICC, Bridgeport.
RATHBUN, JACK
Announcer — WJAX, Jacksonville, Fla.
RATLIFFE, FRED
Announcer — WTAD, Quincy, Ill.
RAU, EDNA
Announcer—WDAS, Philadelphia.
REAGAN, NEAL J.
Announcer—WOC, Davenport, Ia.
REED, TOBE
Announcer—KFRC, San Francisco.
REED, VERNON
Announcer—KFH, Wichita.
REEVES, WAYNE
Announcer — WHBU, Anderson, Ind. Chief Announcer.
RENAN, EMILE
Announcer — WEVD, New York.
REPAID, BILLY
Announcer—WMBC, Detroit.
RHODES, CHARLES
Announcer—KLUF, Galveston. Chief Announcer.
RICAU, LIONEL
Announcer—WWL, New Orleans.
RICE, CONRAD
Announcer — WISN, Milwaukee.
RICHARD, LAWRENCE
Announcer — WGN, Chicago. Staff.
RICHARDS, JOHN
Announcer — KEUB, Price, Utah. Chief Announcer.
RICHMOND, A. E.
Announcer — KGCX, Wolf Point, Mon. Chief Announcer.
RICHMOND, RUSSEL
Announcer—WCLE and WHK, Cleveland. Chief Announcer.
RIDER, MAURICE
Announcer — KIRO, Seattle. Chief Announcer.
RIGGS, GLENN EVERETT
Announcer—Pittsburgh Varieties KDKA, Dot and Pat Shows NBC, Bernie Armstrong Organ Shows KDKA, Community Chest Opening Program NBC, CBS, MBS.
RILEY, ROBERT M.
Announcer — KMBC, Kansas City, Mo. Farm Program.
RING, BILL
Announcer — KWTO, Springfield, Mo. Man at the Fair, Martin Bros. Piano Co. Program, Spelling Bee, Hollywood Notes and Music, Country Club, Crown Community Sing.
RIPLEY, JOSEPH STURGIS
Announcer—CBS.
RISER, JIMMIE
Announcer — WGTM, Wilson, N. C.
ROADHOUSE, CARL M.
Announcer—CKPC, Brantford, Ont.
ROARK, W. W.
Announcer — KTEM, Temple, Texas.
ROBERTS, CURTIS
Announcer—KHQ, Spokane.
ROBERTS, ED CHARLES
Announcer—WCBD, Chicago. Chief Announcer.
ROBERTS, R. E.
Announcer — KIDW, Lamar, Colo.
ROBERTSON, TED
Announcer — WXYZ, Detroit. Kiddies' Karnival.
ROBERTSON, T. C.
Announcer—CJCB and CJCX, Sidney, N. S. Chief Announcer.
ROBINSON, DALE
Announcer — KPDN, Pampa, Texas.
ROBINSON, PRESCOTT
Announcer—CFCF, Montreal.
RODRIGUEZ, MENCHACA
Announcer — WBNX, New York.
RODRIGUEZ, RUBEN
Announcer—WNEI, San Juan, P. R. Chief Announcer.
ROEN, LOUIS BERNARD
Announcer — NBC. Today's Children, The Guiding Light, Gospel Singer, Philadelphia Concert, Your Health.
ROGERS, BOB
Announcer—KFAC, Los Angeles. Special Events Commentator.
ROGERS, C. EDLY
Announcer — WJBO, Baton Rouge.
ROGERS, RALPH
Announcer—KCRC, Enid, Okla. Chief Announcer.
ROGERS, RALPH A.
Announcer—KFPY, Spokane. Chief Announcer.
ROMINE, DOUGLAS
Announcer — KARK, Little Rock, Arkansas.
ROSAMOND, ROBERT
Announcer—WTBO, Cumberland, Md. Chief Announcer.
ROSS, BILL
Announcer—KGW and KEX, Portland. Special Events. Olsen and Johnson Guest, Standard Symphony Guest, Western Farm and Home Hour Guest.
ROSS, DAVID
Announcer — CBS. Chesterfield Program.
ROSS, DON
Announcer — The Jello Summer Program, NBC.
ROSS, NORMAN DE MILLE
Announcer — Melody Hour WCFL, Footlight Frolics WMAQ.
ROTHRUM, WILLIAM
Announcer—WSYR, Syracuse.
ROUGHTON, ALAN
Announcer — CKCD, Vancouver.
ROUSE, GENE
Announcer — NBC. F. W. Fitch Co. Programs, Vanity Fair.
ROUSH, OTTIS
Announcer — WLBC, Muncie, Ind. Chief Announeer.
ROWENS, W. E., Jr.
Announcer — KRMD, Shreveport, La.

RUEGG, FRED F.
Announcer — KGIR, Butte; KGW and KEX, Portland.
RUFFNER, TINY
Announcer — Maxwell House Showboat NBC.
RUGH, VIC
Announcer — KFH, Wichita. Chief Announcer.
RUHLE, PAUL L.
Announcer—WCMI, Ashland, Ky. Chief Announcer.
RUMSEY, LEO
Announcer — KGMB, Honolulu. Chief Announcer.
RUNIONS, NORMAN
Announcer — KVI, Tacoma, Wash.
RUSSELL, BOB
Announcer—WSYR, Syracuse.
RUSSELL, GEORGE B.
Announcer — KATE, Alberta Lea, Minn. Chief Announcer.
RUYSDALE, BASIL
Announcer — Lucky Strike Programs NBC, CBS, MBS; Chevrolet Programs CBS.
RYAN, QUIN A.
Announcer — WGN, Chicago. Chief. Special Events.

— S —

SAFFORD, ED, Jr.
Announcer — KICA, Clovis, N. M.
SANDACK, WALLY
Announcer — KSL, Salt Lake City.
SANDERS, ERNEST (Ernie) C.
Announcer—WHO, Des Moines. Gene and Glen, Sunset Corners Frolic, Red Brand Songfellows, Good Morning Time, Original Chippewas, Musical Day Dreams.
SAUNDERS, CARL
Announcer—KFXM, San Bernardino.
SAUNDERS, RAY
Announcer — The Goldbergs NBC, Colonel Flippen's Amateur Hour WHN, Broadway Melody Hour WOR-WHN, The Life of Mary Sothern WLW-WHN.
SAWYER, WILLIAM E.
Announcer — WLNH, Laconia, N. H.
SCARBOROUGH, LARRY
Announcer — WMBR, Jacksonville, Fla. Special Events.
SCHAFER, TOM
Announcer — KVOS, Bellingham, Wash.
SCHALERT, EDWIN
Announcer — KFAC, Los Angeles. Movie Commentator.
SCHIMMEL, PAUL
Announcer—WPAR, Parkersburg, W. Va. Chief Announcer.
SCHLAUDROFF, RICHARD
Announcer — KPLT, Paris, Texas. Chief Announcer.
SCHNEIDER, RAY
Announcer — WWSW, Pittsburgh. Chief Announcer.
SCHREIBER, MARK
Announcer — KVOD, Denver.
SCHROCK, CARL
Announcer — WTRC, Elkhart, Ind. Chief Announcer.
SCHROEDER, C.
Announcer — WSAZ, Huntington, W. Va. Chief Announcer.
SCHROTE, BOB
Announcer — KHSL, Chico, Cal.
SCHUDT, ROY
Announcer — WHAZ, Troy, N. Y.
SEARLES, NEIL
Announcer — WISN, Milwaukee.
SEARS, W.
Announcer — WOMT, Manitowac, Wis. Chief Announcer.
SEITZ, F. A.
Announcer — WFAS, White Plains, N. Y. Chief Announcer.
SENER, WILLIAM
Announcer — W S U I, Iowa City. Chief Announcer.
SEYMOUR, DAN
Announcer — Major Bowes CBS, Comunity Sing C B S, Baume Bengue CBS.
SHAPIRO, CLARENCE
Announcer — C J L S, Yarmouth, N. S.
SHAPIRO, MAX JR.
Announcer — KROC, Rochester, Minn.
SHAW, GORDON
Announcer — WBLY, Lima, Ohio. Chief Announcer.
SIEVERS, ROBERT S.
Announcer — W O W O and WGL, Fort Wayne, Polly Pretends, Money Talks, Ye Old T a v e r n, Berghoff Gardens, Comedy Stars of Broadway, Musical M o m e n t s, King's Jesters, Musical Clock, Linda's Love, Jolly Bakers, Three Star Final, Montecello Party Line, Out of Bounds, Phyl Coe Mystery Clues, Linco Sports Program.
SILER, WENDELL
Announcer — WSVA, Harrisonburg, Va.
SIMMONS, PATE
Announcer — KFNF, Shenandoah, Iowa. Chief Announcer.
SIMPSON, BILL
Announcer — KTOK, Oklahoma City.
SINDT, GUS
Announcer — KSAL, Salina, Kans.
SHAW, J. A.
Announcer — CFCF, Montreal. Chief Announcer.
SHAW, STANLEY WINTHROP
Announcer — W N E W, New York. Milkmen's Matinee.
SHEEHAN, JOHN
Announcer — WGY, Schenectady. United Baking Co. Program, Tidewater Oil Co. Program.
SHEEHAN, WILLIAM
Announcer — W T I C, Hartford.
SHELTON, JAMES
Announcer—WSAU, Wausau, Wis.
SHELTON, OTIS
Announcer — KFDM, Beaumont, Texas.
SHERMAN, BILL
Announcer — WGRC, New Albany, Ind. Special Events.
SHOLAR, WILEY
Announcer — WBIG, Greensboro, N. C.
SHORT, BOB
Announcer — WAAB, Boston.
SHRIVER, WILLIAM H. JR.
Announcer — WCAO, Baltimore.
SIEBERT, H. W.
Announcer — KWYO, Sheridan, Wyo. Chief Announcer.
SINGLE, JOHN ARTHUR
Announcer — WXYZ, Detroit. The Factfinder MRN, Children's Theater of the Air MRN, Pigskin Parade MRN, Michigan Reporter MRN, Bargain Bob MRN, Gold Cup Race B r o a d c a s t MRN and NBC.
SIPES, LEON
Announcer — KELD, El Dorado, Ark. Chief Announcer.
SKAGGS, BILL
Announcer — K D B, Santa Barbara, Cal.
SKELTON, KENNETH W.
Announcer — WDAE, Tampa, Fla. Chief Announcer.
SLATER, BILL
Announcer — Bicycle Party NBC.
SLATER, NORVELL
Announcer — WHB, Kansas City.
SLATTERY, BART
Announcer — WIL, St. Louis.
SMITH, BECKLEY
Announcer — WJAS, Pittsburgh. Chief Announcer.
SMITH, BERT
Announcer — K S O O and KELO, Sioux Falls, Chief Announcer.
SMITH, CHARLES
Announcer — C J A T, Trail, B. C.
SMITH, C. R.
Announcer — C J A T, Trail, B. C. Chief Announcer.
SMITH, DICK
Announcer — WHB, Kansas City.
SMITH, DON
Announcer — WAPO, Chattanooga.
SMITH, EARL H.
Announcer — W D S U, New Orleans.
SMITH, EMERSON
Announcer — K O H, Reno. Chief Announcer.
SMITH, ERNIE
Announcer — WBIG, Greensboro, N. C. Chief Announcer.
SMITH, HAROLD
Announcer — KTOK, Oklahoma City.
SMITH, HAL
Announcer—WIBX, Utica.
SMITH, HOLLAND "DUTCH"
Announcer — WCAX, Burlington, Vt.
SMITH, PROF. JOHN
Announcer — WCAD, Canton, N. Y.
SMITH, LEON
Announcer — KLCN, Blytheville, Ark.
SMITH, LESTER
Announcer — WWVA, Wheeling, W. Va.
SMITH, ROBERT
Announcer — WABI, Bangor. Chief Announcer.
SMITH, VERNON
Announcer — WGRM, Grenada, Miss. Chief Announcer.
SMITH, WOODROW
Announcer — KMBC, Kansas City, Mo. Texas Rangers CBS.
SNEEBERGER, JOHN T.
Announcer—WTMV, East St. Louis, Ill.
SNIDECOR, JACK
Announcer—KSEI, Pocatello, Idaho.

SOLGA, J. A.
Announcer — KLPN, Minot, N. D. Chief Announcer.

SOUTHARD, HERB
Announcer — WBAP, Fort Worth. Paul Whiteman Frontier Fiesta Programs NBC, Cosden Petroleum Co. Programs, Helen's Home, Friendly Philosopher, White Swan Food Parade.

SPENCE, R.
Announcer — KROY, Sacramento. Chief Announcer.

SPIEGLE, STAN
Announcer — KXRO, Aberdeen, Wash.

SPRACHER, JAY W.
Announcer—KTFI, Twin Falls, Idaho. Chief Announcer.

STAHL, GEORGE
Announcer—WKOK, Sunbury, Pa.

STANLEY, BOB
Announcer — KGMB, Honolulu.

STANLEY, CHARLES
Announcer—WMBC, Detroit.

STANGER, ROSEMARY
Announcer — Polly Pretends WOWO, Magazine of the Air WOWO, Money Talks WGL.

STARK, CHARLES RICHARD
Announcer—Good Will Court W M C A, Ave Maria Hour WMCA, Chase & Sanborn Spelling Bee WMCA, Special Events WMCA, Let's Pretend CBS, Orientale CBS, Special Events CBS.

STARK, LEW
Announcer—WHAM, Rochester, N. Y. Chief Announcer.

STARR, MARTIN
Announcer — WMCA, New York. Theater, Special Events.

STEADMAN, BILLY
Announcer — WGTM, Wilson, N. C. Chief Announcer.

STEELE, BETTY ANN
Announcer — WHN, New York. Midday Reveries, WHN Stock Co. Programs.

STEILE, TED
Announcer — KMPC, Beverly Hills.

STEMMLER, NICK
Announcer — WSYR, Syracuse. Chief Announcer.

STEPHENS, R. T.
Announcer — KBPS, Portland, Ore. Chief Announcer.

STEVENS, DONALD
Announcer — WHEB, Portsmouth, N. H. Chief Announcer.

STEVENSON, BOB
Announcer—WHN, New York. WNBF, Binghamton. Special Events.

STEVENSON, JAMES
Announcer — WJR, Detroit. Chief Announcer.

STEVENSON, WALLACE
Announcer — WCAD, Canton, N. Y.

STEWART, ELLIOTT
Announcer — WIBX, Utica. Special Events, Civic Band Concerts, M o h a w k Valley Trails, Sidewalk Interviews.

STEWART, E. CALDWELL
Announcer — WSFA, Montgomery, Ala. Chief Announcer.

STILLWELL, CLEVE
Announcer—CFNB, Fredericton, N. B. Chief Announcer.

STILWILL, JACK
Announcer—WLS, Chicago.

STOCKTON, ROY
Announcer—KSD, St. Louis.

STONE, AURA (Al) LUTHER
Announcer — KWTO, Springfield, Mo. Springfield Seed Co. Program, Organ Reveries.

STONE, CHARLES
Announcer—WMBR, Jacksonville, Fla. Chief Announcer.

STOUT, ALAN
Announcer — WHAS, Louisville. Special Events.

STROCK, JOHN
Announcer — KFWB, Hollywood.

STRONG, LEONARD
Announcer — KSL, Salt Lake City.

STUDELSKY, HILLIARD
Announcer — WKBZ, Muskegon, Mich.

STURM, C. C.
Announcer — KPMC, Bakersfield, Calif. Chief Announcer.

SUFFENS, EV
Announcer — W E V D, New York. Chief Announcer.

SUTTON, PAUL
Announcer — WHAS, Louisville.

SVEHLA, WALT
Announcer — WQAM, Miami. Chief Announcer.

SWAN, ROBERT
Announcer — KFAC, Los Angeles. Chief Announcer.

SWIMELAR, PAUL R.
Announcer—WNLC, New London, Conn. Chief Announcer.

SYLER, R. W.
Announcer — KAND, Corsicana, Tex. Chief Announcer.

— T —

TACY, ELWIN
Announcer — WSPR, Springfield, Mass. Chief Announcer.

TAGGART, DICK
Announcer — KWYO, Sheridan, Wyoming.

TAPLEY, S. E.
Announcer — CJCS, Stratford, Ont. Chief Announcer.

TAYLOR, LEN
Announcer — WJW, Akron. Chief Announcer.

TAYLOR, SAM
Announcer—KWJJ, Portland, Ore.

TEMPLE, BROOKE
Announcer—WHN, New York. Lipton Tea Program.

THOMAS, F.
Announcer — WHFC, Cicero, Ill. Chief Announcer.

THOMAS, ROLLYN O.
Announcer — WXYZ, Detroit. Special Events, Football Forecasts, Baseball Resume, Happiness House, Junior Maccabees Revue.

THOMLINSON, ROBERT E.
Announcer—NBC, KGW, and KEX, Portland.

THOMPSON, HAL
Announcer — WFAA, Dallas. Staff Announcer. Royal Gelatin Hour Guest Announcer NBC.

THOMPSON, J.
Announcer—CJRC, Winnipeg. Chief Announcer.

THOMPSON, JACK
Announcer — CJGX, Yorkton, Sask. Chief Announcer.

THOMPSON, LOU
Announcer—WBBM, Chicago. Chief Announcer.

THOMPSON, MAURICE
Announcer—WJDX, Jackson, Miss.

THOMPSON, ROY
Announcer — WFBG, Altoona, Pa. Chief Announcer.

TILLMAN, JOHN
Announcer — WHAS, Louisville. Special Events.

TODD, JACK
Announcer — KANS, Wichita. Chief Announcer.

TODD, JAMES L.
Announcer — KFPW, Fort Smith, Ark.

TOOKE, FRANKLIN AUSTIN
Announcer — W O W O and WGL, Fort Wayne. Kroger Korner, Jolly Bakers, Sari n' Elmer, WOWO Salutes, Aarabesque.

TORGE, GEORGE
Announcer—WBEN, Buffalo. Chief Announcer.

TOTTEN, H. (Hal) OSBORN
Announcer — Exline Flying Village NBC, Sustaining and Special Events NBC.

TOWERS, JACK
Announcer — KFDY, Brookings, S. D. Chief Announcer.

TRAINOR, LEO
Announcer — CJOR, Vancouver. Chief Announcer.

TRAUM, WILLIAM
Announcer — WROK, Rockford, Ill.

TRAYLOR, BILL
Announcer — WCAZ, Carthage, Ill.

TRAYNOR, K.
Announcer — CFCN, Calgary, Alberta. Chief Announcer.

TRIGGS, AL
Announcer — WIBX, Utica, N. Y.

TRIPP, DICK
Announcer — KOAM, Pittsburg, Kansas.

TROUT, BOB
Announcer — Professor Quiz CBS, President Roosevelt Programs CBS.

TRUE, HAROLD
Announcer — WXYZ, Detroit. Governor Murphey Inauguration MRN, Farm and Market Reports MRN, Green Hornet MRN, Michigan Reporter.

TRUELSON, JUDY
Announcer — KTAT, Fort Worth.

TYSON, DAVID
Announcer — WFIL, Philadelphia. Chief Announcer.

TYSON, E. L.
Announcer—WWJ, Detroit.

— U —

ULMER, ROCH
Announcer—KSOO, and KELO, Sioux Falls.

UPSON, PAUL
Announcer—WTRC, Elkhart, Ind.

UTTAL, FRED
Announcer — Big Sister CBS, Steinie Bottle Boys NBC, Town Hall Tonight NBC, Hupmobile Revue MBS.

— V —

VAILE, DAVID S.
Announcer—KYA, San Francisco. Chief Announcer.

VALENTINE, RANCE
Announcer — W T A M and WGAR, Cleveland.

VANDAGRIFT, CARL
Announcer—WOWO and WGL, Fort Wayne. Name the Tune, Hey Mr. Motorist.

VAN, EDDIE
Announcer — KMLB, Monroe, La. Chief Announcer.
VAN SANT, JOHN T.
Announcer — WCBA and WSAN, Allentown, Pa. Chief Announcer.
VAN WYCK, R.
Announcer — WKBZ, Muskegon, Mich. Chief Announcer.
VAUGHT, LESLIE
Announcer — KSLM, Salem, Ore.
VEDDER, CHESTER
Announcer — WGY, Schenectady. Chief Announcer.
VICKERS, LEE
Announcer — WDNC, Durham, N. C. Chief Announcer.
VICKLAND, MELVIN PAUL
Announcer — NBC San Francisco. Waltz Interlude, San Francisco Opera Programs, Standard Symphony Orchestra, Walter Kelsey's Orchestra, Meridith Willson and His Orchestra.
VIKTOR, ERVIN
Announcer — WJJD, Chicago. Staff, Sterling Insurance Program, Scott Products Program, Supper Time Frolic.
VON EDIGY, BARON
Announcer — KMPC, Beverly Hills.
VON ROTH, ROGER
Announcer — WAIR, Winston-Salem, N. C.
VON ZELL, HARRY
Announcer — Town Hall Tonight NBC, Phil Baker Program CBS, Ed Wynn Program NBC, Stoopnagle and Budd NBC, We the People CBS.

— W —

WADE, FRED
Announcer — WTIC, Hartford. Chief Announcer.
WAGNER, JACK
Announcer — KHUB, Watsonville, Cal. Chief Announcer.
WAHLBERG, JOEL F.
Announcer — WGH, Newport News, Va. Chief Announcer.
WALES, BILL
Announcer — KFEL, Denver. Chief Announcer.
WALLACE, WILLIAM
Announcer — WCOL, Columbus. Chief Announcer.
WALLINGTON, JAMES
Announcer — CBS Texaco Town.
WALLIS, EDWARD
Announcer — WIP, Philadelphia. Chief Announcer.
WALRATH, WALTER
Announcer — WICA, Ashtabula, Ohio. Chief Announcer.
WALSH, EDWARD GEORGE
Announcer — WRUF, Gainesville.
WALSH, IRA
Announcer — WDAS, Philadelphia.
WALTON, T. P. JR.
Announcer—WPAX, Thomasville, Ga. Chief Announcer.
WARD, PERRY
Announcer — WKY, Oklahoma City. Chief Announcer.
WARE, FALL
Announcer — KTSA, San Antonio.
WARE, WILLIAM
Announcer — WCAU, Philadelphia.
WAREMBUD, NORMAN H.
Announcer — WLTH, Brooklyn. Chief Announcer.
WARNER, TOM
Announcer — CFRC, Kingston, Ont. Chief Announcer.
WATKINS, DICK
Announcer — KRGV, Weslaco, Texas. Chief Announcer.
WEBB, DORIS
Announcer — WLTH, Brooklyn.
WEEDIN, HARFIELD
Announcer — KTRH, Houston.
WELLS, R. G.
Announcer — CHWK, Chilliwack, B. C. Chief Announcer.
WENDELL, BRUCE L.
Announcer — CKAC, Montreal, WMCA, New York. Dow Old Stock Program, Jarry Automobile Quizmaster.
WENTZ, JACK
Announcer — WTBO, Cumberland, Mo.
WESP, JOE
Announcer — WBEN, Buffalo. Ironic Reporter.
WEST, NORRIS
Announcer — WCAU, Philadelphia. Philadelphia Orchestra Bankers Program CBS, Kellogg Football Broadcasts WINS.
WHITE, JACK
Announcer — CKLW, Windsor.
WHITTEKER, G. EARLE
Announcer — CBW, Windsor. Chief Announcer.
WICHMANN, W. P.
Announcer — WLBL, Stevens Point, Wis. Chief Announcer.
WICKERSHAM, HARRY H.
Announcer — KJBS, San Francisco. Chief Announcer.
WIGGINS, WALLACE S.
Announcer — KVOE, Santa Ana, Cal. Chief Announcer.
WIGHT, HERMAN
Announcer — WCAX, Burlington, Vt. Chief Announcer.
WILBOURN, JOHN
Announcer — WBAL, Baltimore. Chief Announcer.
WILCOX, HARLOW
Announcer — NBC. Fibber McGee and Molly.
WILLCOX, W.
Announcer — WHOM, Jersey City. Chief Announcer.
WILLIAMS, FORREST B.
Announcer — WBZ and WBZA, Boston.
WILLIAMS, JOHN F.
Production — WHEB, Portsmouth, N. H.
WILLS, PAUL
Announcer — WTMV, East St. Louis, Ill.
WILLSON, JIMMY
Announcer — WWL, New Orleans. Chief Announcer.
WILSON, CARL
Announcer — KELD, El Dorado, Ark.
WILSON, DON HARLOW
Announcer — NBC. Jack Benny Program, Irvin S. Cobb and his Paducah Plantation, Twin Stars, Packard Mardi Gras, Special Events Program.
WILSON, GEORGE EARLE
Announcer — KWTO and KGBX, Springfield, Mo.
WILSON, HAL
Announcer — WTM, Wilson, N. C.
WILSON, JACK
Announcer — WNAD, Norman, Okla. Chief Announcer.
WILSON, R. B.
Announcer — WADC, Akron. Chief Announcer.
WING, GERALD
Announcer—KROC, Rochester, Minn. Chief Announcer.
WINTERS, JERRY
Announcer — WAYX, Waycross, Ga. Chief Announcer.
WISE, RUSSELL
Announcer — WTAM-NBC, Cleveland. Chautauqua Symphony Program, RCA Victor.
WISMER, HARRY
Announcer—WJR, Detroit.
WOLF, JOHN ALLEN
Announcer — CBS. Kirkman's Soap Program, Dr. Dafoe Program, Major Bowes Capitol Family, Special Events, Hindenburg Disaster, New Jersey Hurricane, Olympic Parade, Legionnaire Parade, Inauguration Broadcast.
WOLF, SOL
Announcer—WRAK, Williamsport, Pa.
WOLFE, HOWARD
Announcer — WMMN, Fairmount, W. Va. Chief Announcer.
WOOD, LEE
Announcer — WCKY, Cincinnati.
WOODARD, TED R.
Announcer—WMFO, Decatur, Ala.
WOODILL, WILF J.
Announcer — CKSO, Sudbury, Ont. Chief Announcer.
WOOLFRIES, A. G.
Announcer—WOI, Ames, Iowa. Chief Announcer.
WRIGHT, CHARLES
Announcer — WELI, New Haven. Chief Announcer.
WRIGHT, D. E.
Announcer — CJRM, Regina. Chief Announcer.
WRIGHT, ROSS
Announcer—CFCO, Chatham. Chief Announcer.
WYCHE, JANETTA
Announcer — KFPL, Dublin, Texas.

— Y —

YOUNG, BOB
Announcer—KGVO, Missoula, Montana. Chief Announcer.
YOUNG, CHUCK
Announcer—WHEF, Jackson, Miss. Chief Announcer.
YOUNGBLOOD, WESLEY
Announcer—KFYO, Lubbock, Texas. Chief Announcer.

— Z —

ZIMMERMAN, CARL
Announcer—WEMP, Milwaukee.
ZIMMERMAN, DAVID
Announcer — NBC. Foley & Co. Program.
ZOMAR, KARL
Announcer—KGBX and KWTO, Springfield, Mo. Chief Announcer.
ZOOK, DONALD
Announcer—WIBU, Poynette, Wis. Chief Announcer.

News Commentators

AND THEIR WORK DURING 1937

"The world is best enjoyed and most immediately while we converse blessedly and wisely with men."
—Thomas Traherne.

Key to Network Affiliation Abbreviations

CBS—Columbia Broadcasting System; CN—Colonial Network; DLN—Don Lee Network; IN—Intercity Network; MBS—Mutual Broadcasting System; MN—Michigan Network; NBC—National Broadcasting Company; TQN—Texas Quality Network; YN—Yankee Network.

— A —

ABELOFF, IRVIN G.
News Commentator—WRVA, Richmond.

ACKERLEY, BOB
News Commentator — KJR, Seattle.

ADAMS, CEDRIC
News Commentator—WCCO, Minneapolis-St. Paul.

ADAMS, WARDE
News Commentator — WRVA, Richmond.

ADONIS, HAROLD JOHN
News Commentator—Michaels Department Store Program WNEW - WAAT, Celebrity Hour WNEW.

ALDERMAN, JAMES S.
News Commentator — Smith Bros. News WLW Line, Proctor and Gamble News WLW Line, Avalon-Big Ben News WFAA.

ALLEN, PAT
News Commentator—WBOW, Terre Haute, Ind.

ALLEN, REGINALD
News Commentator — WBT, Charlotte, N. C.

ALSUP, CHARLES C.
News Commentator — KICA, Clovis, N. M.

ANTHONY, VINCENT
News Commentator—WCNW, Brooklyn.

— B —

BAKER, ALLAN
News Commentator — CFQC, Saskatoon.

BARKOWITZ, MILTON
News Commentator — WNBC, New Britain, Conn.

BARRINGTON, BRUCE
News Commentator — WEBQ, Harrisburg, Ill.

BARUCH, ANDRE
News Commentator — CBS. Liberty News Commentator.

BAXTER, BEE
News Commentator — KSTP, St. Paul. The Woman's Side of the News.

BENNETT, DONN
News Commentator — WNBF, Binghamton, N. Y.

BENTLEY, MAX
News Commentator — KRBC, Abilene, Tex.

BINGHAM, IRWIN DRAKE
News Commentator — WKY, Oklahoma City.

BISHOP, PAT
News Commentator — KECA and KFI, Los Angeles.

BJORNSON, VAL
News Commentator — KSTP, St. Paul-Minneapolis.

BLACKWELL, BURT
News Commentator — WAVE, Louisville.

BOOTH, ROLAND
News Commentator — KNOW, Austin, Tex.

BRADLEY, TRUMAN
News Commentator — WBBM, Chicago.

BROOKS, RICHARD
News Commentator — WNEW, New York City.

BROWNING, JIM
News Commentator — KGVO, Missoula, Mont.

BRYAN, WILLIAM (BILL) PALMER
News Commentator — WHAS, Louisville. Streitmann Biscuit Co. Program.

BUCHWALD, CHARLOTTE
News Commentator — WNEW, New York. The Woman in the Headlines.

BURCH, EDWARD
News Commentator — WRNL, Richmond.

BURGER, JOHN BELDON
News Commentator.

BYRON, LOUIS
News Commentator — WRBL, Columbus, Ga.

— C —

CAINE, CONWAY
News Commentator — WOPI, Bristol, Tenn.

CAMERON, LAYMAN WESLEY
News Commentator — Gooch Products News Program CSBS. Omar Flour Co. News Program CSBS-WOW.

CAMPBELL, DICK
News Commentator — KGGF, Coffeyville, Kan.

CARTER, BOAKE
News Commentator — Philco Program CBS.

CHARLES, LEWIS
News Commentator—Remington-Rand News Program WINS.

COATES, F. F.
News Commentator — CHNS, Halifax.

COBB, TYE
News Commentator — KRGV, Weslaco, Texas.

COMPTON, WALTER
News Commentator — WOL, Washington, D. C.

CONNOLLY, VINCENT
News Commentator — MBS. Transradio Press, Women Make the News WOR.

CONRAD, STAN
News Commentator— WCPO, Cincinnati.

COOK, CHUCK
News Commentator — KFBJ, Marshalltown, Ia.

COOK, O. D.
News Commentator — KFYO, Lubbock, Texas.

COONEY, ED
News Commentator — KGHL, Billings, Mont.

CORBIN, PAUL
News Commentator — KELA, Centralia and Chehalis, Wash.

COSTLEY, JAN
News Commentator — WJTN, Jamestown, N. Y.

COT, ROGER
News Commentator — KUOA, Siloam Springs, Arkansas.

COUGHLIN, FATHER CHAS.
News Commentator — Father Coughlin Show MBS.

CRANE, DICK
News Commentator — KBTM, Jonesboro, Arkansas.

CRAVENS, KATHRYN
News Commentator — News Through A Woman's Eyes CBS.

CRAWFORD, SAM
News Commentator — KGY, Olympia, Wash.

CRONKITE, WALTER LELAND, JR.
News Commentator — KCMO, Kansas City-WKY, Oklahoma City.
CROSLAND, DAN
News Commentator— WFBC, Greenville, S. C.
CULLINAN, W. H.
News Commentator — WEEI, Boston.

— D —

DANA, JOE
News Commentator — KOY, Phoenix.
DAVEY, C. V.
News Commentator — KQW, San Jose, Calif.
DAVIS, JOHN
News Commentator—WWSW, Pittsburgh.
DAVIS, LANE
News Commentator — WMBH, Joplin. Phillips Petroleum Co. News Broadcast, RCA News Broadcast, McDaniel Milling Co. Broadcast.
DEIHL, A.
News Commentator — KVOE, Santa Ana, Calif.
DE MILLER, E. PIERRE
News Commentator — WLBC, Muncie, Ind.
DE WEESE, TEX
News Commentator — KPDN, Pampa, Texas.
DIESPECKER, R. A.
News Commentator — CJOR, Vancouver.
DOAN, DOUGLAS
News Commentator — KRBC, Abilene, Tex. Chief Announcer.
DODGE, FRED
News Commentator — WNBF, Binghamton, N. Y.
DORNWELL, ROY
News Commentator — KTEM, Temple, Texas.
DOUGLAS, DOUG
News Commentator — KRKD, Los Angeles.
DREBING, CARL
News Commentator — KGFX, Pierre, S. D.
DUNKIRK, MILLARD
News Commentator — WDAY, Fargo, N. D.
DUX, WALTER
News Commentator — WOPI, Bristol, Tenn.

— E —

EASTMAN, BOB
News Commentator — KGBK, Tyler, Tex.
EDWARDS, DOUGLAS
News Commentator — WAGA, Atlanta.
EDWARDS, JOHN
News Commentator — KFOR-KFAB, Lincoln, Nebr.
ELLIS, CAROLINE CROCKETT
News Commentator — KMBC, Kansas City, Mo.
EVANS, JOE WILLIAM
News Commentator — KFRU-Columbia, Mo. KWTO-KGBX-Springfield, Mo.
EVANS, V. G.
News Commentator — KALB, Alexandria, La.

— F —

FARRINGTON, FIELDEN
News Commentator — WXYZ, Detroit.
FIDLER, JAMES MARION
News Commentator — NBC. Luden Cough Drops Program, Drene Shampoo Program.
FISCHER, GEORGE
News Commentator — Hollywood Commentator MBS, Jergens Lotion Program NBC.
FITZGERALD, JACK
News Commentator — WSPD, Toledo.
FITZPATRICK, JACK L.
News Commentator — KLZ, Denver.
FORBES, GILBERT
News Commentator — WFBM, Indianapolis.
FREDERICKS, PAT
News Commentator — WDWS, Champaign, Ill.
FRENCH, BOB
News Commentator — WHKC, Columbus.
FRENCH, KENNETH
News Commentator — WHEC, Rochester, N. Y.
FRITSCH, JOHN
News Commentator — WBAL, Baltimore.

— G —

GAINES, BILL
News Commentator — WFBC, Greenville, S. C.
GELLER, JULE
News Commentator — WMIN, St. Paul.
GENSEL, CARL
News Commentator — WXYZ, Detroit.
GEWINNER, HOLT
News Commentator — WMAZ, Macon, Ga.



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156 Broadcasts over C.B.S. for Bank of America!
70 appearances as guest speaker at clubs, etc!
16 N.B.C. 1937 A.A.G.I. Football Forecasts!
92 Play by Play Football Broadcasts!
65 MOTION PICTURE CREDITS!
"30"

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Oxford 2001

GIBBONS, MOLLY
News Commentator — KLZ, Denver. Daniels and Fisher Stores Co. Program.
GLEAVES, EDWIN
News Commentator — WLAC, Nashville.
GLENN, CHARLES
News Commentator — KGBX and KWTO, Springfield, Mo.
GLOYNE, RICHARD FEATHERSTONE
News Commentator — KFOR, Lincoln, Nebr.
GOLDER, HARRY
News Commentator — WXYZ, Detroit.
GOODWIN, JOHN PAUL
News Commentator — KPRC, Houston.
GRANT, DOUGLAS B.
News Commentator — WMT, Cedar Rapids, Ia.
GRANT, PETER
News Commentator — WSAI, Cincinnati.

— H —

HAASER, CHARLES
News Commentator — WTHT, Hartford.
HANDLAN, JOE
News Commentator — WCHV, Charlottesville, Va.
HARDMAN, BENEDICT
News Commentator — KSO, Des Moines.
HARPER, TRO
News Commentator — KSFO, San Francisco.
HASBROOK, DICK
News Commentator — WJMS, Ironwood, Mich.
HAYES, SAM
News Commentator—Bank of America News Reporter CBS, Richfield Reporter NBC, All-American Gridiron Index.
HEALEY, COLONEL JIM
News Commentator — WGY, Schenectady.
HEFFERNAN, W. P.
News Commentator — WBTM, Danville, Va.
HELSBY, H. R.
News Commentator — WHDL, Olean, N. Y.
HEMBREE, LAWRENCE
News Commentator — WAIM, Anderson, S. C.
HIGHTOWER, BILL
News Commentator — WFAA, Dallas.
HILL, ART
News Commentator — CFCH, North Bay, Ont.
HILL, EDWIN C.
News Commentator — Your News Parade CBS.
HIPPLE, JAMES
News Commentator — KGFX, Pierre, S. D.
HODGES, GILBERT
News Commentator — KVOR, Colorado Springs.
HOOK, HANK
News Commentator — KGLO, Mason City, Iowa.
HOPKINS, DON
News Commentator — WRJN, Racine, Wis.
HOWLE, CONRAD
News Commentator — WMBG, Richmond.
HUGHES, PAUL
News Commentator — KVOR, Colorado Springs.
HURLEIGH, BOB
News Commentator — WFBR, Baltimore.

— J —

JACKSON, A. B. 'BUD"
News Commentator — KWOS, Jefferson City, Mo.
JONES, HOWARD
News Commentator — WIP, Philadelphia.
JONES, MERWIN
News Commentator — KOOS, Marshfield, Ore.
JOY, RICHARD (DICK) W.
News Commentator — CBS. KNX Newspaper of the Air, Goodyear Sun-up News.

— K —

KEEFE, HOWARD
News Commentator — WSPR, Springfield, Mass.
KING, CY
News Commentator — WBEN, Buffalo.
KELLY, GORDON
News Commentator — KGGC, San Francisco.
KELLY, TOM
News Commentator — KCMO, Kansas City.
KENNEDY, JOHN B.
News Commentator — RCA Magic Key Program NBC.
KING, JEAN PAUL
News Commentator — Hecker H-O Daily Information Service MBS.
KIRBY, DURWARD
News Commentator — NBC. Press Radio News.
KLISE, RODERIC
News Commentator — KUJ, Walla Walla.
KNEASS, DON
News Commentator — KIRO, Seattle.
KRAMER, HARRY
News Commentator — WNEW, New York. Lightning Electric Stores Program.
KREAMER, KAYE
News Commentator — WROK, Rockford, Ill.
KROEN, ED
News Commentator — WWSW, Pittsburgh.

— L —

LANG, BILL
News Commentator — KYW, Philadelphia.
LAWRENCE, LARRY
News Commentator — WTMJ, Milwaukee.
LE BRUN, HARRY
News Commentator — WHEC, Rochester, N. Y.
LEWIS, ERVIN
News Commentator — KTUL, Tulsa.
LEWIS, FULTON
News Commentator — WOL, Washington, D. C.
LEWIS, GERTRUDE
News Commentator — WDGY, Minneapolis-St. Paul.
LINK, WALLY
News Commentator — WCOL, Columbus.
LITTLE, JAMES
News Commentator — WTAG, Worcester, Mass.
LOCKE, FRANCIS P.
News Commentator — WIOD, Miami.
LONGWELL, ROBERT
News Commentator — WJBK, Detroit. Orange Crush News Program, Christian Science Monitor Newscast.
LOWREY, MEADOR
News Commentator — Streitmann Biscuit Co. Newscast WHAS, News of the World WHAS.
LUETH, CHARLES
News Commentator — WCLO, Janesville, Wis.

— M —

McCALL, GEORGE
News Commentator — Hollywood Screenscoops CBS.
McCANN, E. G.
News Commentator — KGCU, Mandan, N. D.
McCLURE, KENDALL BAILEY
News Commentator — WOAI, San Antonio.
McCOLLISTER, PHIL
News Commentator — WLLH, Lowell, Mass.
McINTOSH, BOB
News Commentator — WGRC, New Albany, Ind.
McKEAN, ED
News Commentator — KFH, Wichita.
McKENZIE, ED THOMAS
News Commentator — Orange Crush Program.
McKENZIE, R. T.
News Commentator — KFXD, Nampa, Ida.
McMURRAY, PHIL
News Commentator — CFCN, Calgary, Al.
McNEIL, ROBERT J.
News Commentator — KGFX. Pierre, S. D.
MALONE, F. P.
News Commentator — WIOD, Miami.
MANNING, KNOX
News Commentator — KHJ, Los Angeles.
MARKS, GARNETT
Announcer — WMCA, New York.
MARTIN THOMAS EMMET
News Commentator — WIBX, Utica.
MATTHEWS, BATELY
News Commentator — KGGM, Albuquerque.
MAXWELL, JOCKO
News Commentator — WWRL, Woodside, L. I.
MERCIER, ART
News Commentator — KOIL, Omaha.
MERRY, EDWARD
News Commentator — CFCL, Ogdensburg, N. Y.
MEYERS, TED
News Commentator — KFAC, Los Angeles.
MILES, JIM
News Commentator — WCKY, Cincinnati.
MILLER, KEN
News Commentator — KVOO, Tulsa.
MILLER, R. GLOVER
News Commentator — WAIM, Anderson, S. C.

MITCHELL, AL
News Commentator — KGLO, Mason City, Iowa.
MOCK, BILL RUSSELL JR.
News Commentator — KVOS, Bellingham.
MOORE, HAL
News Commentator—NBC.
MOORE, HENRY
News Commentator — KPLT, Paris, Texas.
MOORE, PAUL
News Commentator — KIT, Yakima, Wash.
MORRIS, BUD
News Commentator — KELA, Centralia and Chehalis, Wash.
MOSELY, WALLACE
News Commentator — WAIM, Anderson, S. C.
MOULTON, PERCY
News Commentator — WHEB, Portsmouth, N. H.
MURRAY, DON
News Commentator — WAZL, Hazelton, Pa.
MYERS, CLARENCE
News Commentator — KYA, San Francisco.

— N —

NESBITT, JOHN
News Commentator — MBS Passing Parade.
NESBITT, NORMAN
News Commentator — MBS-DLN. Mennen Co. Program.
NILES, CHARLES
News Commentator—WTHT, Hartford.
NOLIN, JEAN
News Commentator — CKAC, Montreal.
NORVELL, CASKIE
News Commentator — WBIG, Greensboro. Cavalcade of News.

— O —

ODELL, JOHN P.
News Commentator — WAAF, Chicago.
OGILVIE, BRUCE
News Commentator — CJRM, Regina.
OLIVER, BRYCE
News Commentator—WEVD, New York.
OSGOOD, NANCY
News Commentator — WXYZ, Detroit. Women in the News MRN.
OWEN, EM
News Commentator — WTAQ and WHBY, Green Bay, Wis.
OWEN, KEN
News Commentator — KPMC, Bakersfield, Cal.

— P —

PACE, ESTON
News Commentator — WAPO, Chattanooga.
PANTAGES, LLOYD
News Commentator — Lloyd Pantages Covers Hollywood CBS.
PARLOW, VERN
News Commentator—WOMT, Manitowoc, Wis.
PAYNE, MATHER
News Commentator—WRGA, Rome, Ga.
PEARSON, FORT
News Commentator — United Press News WMAQ.
PEARSON, JAMES
News Commentator — KFNF, Shenandoah, Iowa.
PEARSON, JOHN ESTEL
News Commentator — KWTO, Springfield, Mo.
PEARSON, WILLIAM
News Commentator — CFCL, Ogdensburg, N. Y.
PECHT, JERRY LEE
News Commentator — WBAL, Baltimore.
PENN, DAVID
News Commentator — WCOL, Columbus.
PERRINE, DR. GEORGE HOSBROOK
News Commentator — WIBX, Utica.
PETERS, DICK
News Commentator — KGFF, Shawnee, Okla.
PETRANKA, JOE
News Commentator — WSFA, Montgomery, Ala.
PICKARD, DAVE
News Commentator — CHSJ, St. John, N. B.
PLAMBECK, HERBERT H.
News Commentator — WHO, Des Moines. Farm News Reports.
POOLE, BOB
News Commentator — WBIG, Greensboro. Noon Headlines.
PORTER, ROSS
News Commentator — KGFF, Shawnee, Okla.
PORTERFIELD, WALTER
News Commentator — KFRU, Columbia, Mo.



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PRIMM, ART
News Commentator — KTKC, Visalia, Cal.
PYRON, DICK
News Commentator — WATL, Atlanta.

— R —

RADCLIFFE, JOHN
News Commentator — KOY, Phoenix.
RAMSEY, S. WAYMOND
News Commentator — KOMA, Oklahoma City.
REEF, WALLY
News Commentator — KFEL, Denver.
ROBERTS, CHARLES
Production — KVOR, Colorado Springs.
ROCKHOLD, JOE
News Commentator — WSPD, Toledo.
ROLL, DICK
News Commentator — WHIO, Dayton.
ROSAMOND, ROBERT
News Commentator — WTBO, Cumberland, Md.
ROSS, WILLIS
News Commentator — KGW and KEX, Portland, Ore.
ROSS, NORMAN DE MILLE
News Commentator—News of the Day WENR.
RUGH, VIC
News Commentator — KFH, Wichita.
RYAN, TED
News Commentator — KGKB, Tyler, Texas.

— S —

SAMS, JIMMIE
News Commentator — KSAL, Salina, Kans.
SANFORD, WILLIAM
News Commentator — KTMS, Santa Barbara.
SCHULTZ, ADELBERT F.
News Commentator — KHBG, Okmulgee, Okla.
SCOFIELD, CARTER
News Commentator — WDBO, Orlando, Fla.
SCOTT, ALAN
News Commentator — WFIL, Philadelphia.
SEDGWICK, HARRY
News Commentator — WCPO, Cincinnati.
SEWARD, OLAF
News Commentator — KCKN, Kansas City, Kans.
SHANNON, BILL
News Commentator — WATL, Atlanta.
SHAPARD, WILLIAM
News Commentator — WHN, New York. Remington Rand News Program, Savings Bank of Brooklyn News Program, Sobol Bros. News Broadcasts.
SHELLEY, JACK
News Commentator — WHO, Des Moines.
SKOLSKY, SID
News Commentator—Sid Skolsky's Hollywood News NBC.
SLUSSER, ED
News Commentator — KHUB, Watsonville, Cal.
SMITH, BECKLEY
News Commentator — WJAS, Pittsburgh.
SMITH, BERT
News Commentator — KSOO and KELO, Sioux Falls.
SMITH, ED K.
News Commentator — WHP, Harrisburg, Pa.
SMITH, ERLE HAZLETT
News Commentator — KMBC, Kansas City, Mo. Penn Tobacco Co. Program, Dodge Motor Cars and Trucks Program, Chrysler Motor Cars Program, Tom Moore Cigars Program.
SMITH, ERNIE
News Commentator — WBIG, Greensboro, N. C. Your News Courier.
SOULE, OLAN E.
News Commentator — Science in the News NBC.
SQUIER, LLOYD
News Commentator — WDEV, Waterbury, Vt.
STANGER, ROSEMARY
News Commentator — Women in the News WGL.
STANTON, CHARLES
News Commentator — KRNR, Roseburg, Ore.
STEEL, JOHANNES
News Commentator — WMCA, New York.
STEVENS, AL
News Commentator — WFIL, Philadelphia.
STEVENSON, BOB
News Commentator — Latest News at the Close of the Day WHN, Cortland Baking Co. Newscast.
STRAIN, JAMES
News Commentator — WMBR, Jacksonville, Fla.
SULLIVAN, PAUL
News Commentator — WLW and WSAI, Cincinnati.
SWAYZE, JOHN CAMERON
News Commentator — WHB, Kansas City.
SWETNAM, GEORGE
News Commentator — WMBS, Uniontown, Pa.
SWING, RAYMOND GRAM
News Commentator — World Events MBS, Herald Tribune Forum, Town Meeting of the Air NBC.

— T —

TAYLOR, MASON C.
News Commentator — WGNY, Newburgh.
THOMAS, LOWELL
News Commentator — Lowell Thomas' Program NBC.
THOMPSON, DOROTHY
News Commentator — People in the News NBC.
THOMS, A.
News Commentator — CJCJ, Calgary, Al.
TOTTEN, HAROLD (HAL) OSBORN
News Commentator—News to You WMAQ-WENR.
TREXLER, LARRY
News Commentator — WNOX, Knoxville.
TROUT, ROBERT
News Commentator—CBS.
TRUE, HAROLD
News Commentator — WXYZ, Detroit. Alka-Seltzer News Broadcast, Farm and Market Reports MRN, Town Talk MRN, Tomorrow's Headlines, Michigan Reporter.
TWIGGER, NORMAN
News Commentator — WCAE, Pittsburgh.
TYLER, BOB
News Commentator — KOY, Phoenix.

— V —

VANDAGRIFT, CARL
News Commentator — WOWO and WGL, Fort Wayne.

— W —

WADE, OZZIE
News Commentator — WNBX, Springfield, Vt.
WALLACE, GUY
News Commentator — WCLE and WHK, Cleveland.
WALLACE, JACK
News Commentator — KRBC, Abilene, Texas.
WALLACE, NEIL
News Commentator — WEEI, Boston.
WALSH, CHESTER
News Commentator — WFTC, Kinston, N. C.
WARE, WILLIAM EASTLAND
News Commentator — WCAU, Philadelphia. Horn and Hardart Baking Co. Program.
WATSON, BROOKS
News Commentator — WMBD, Peoria, Ill.
WEATHERWAX, BEN K.
News Commentator — KXRO, Aberdeen, Wash.
WELLS, LINTON
News Commentator — RCA Magic Key Program NBC.
WHEELER, TONY
News Commentator — WNBF, Binghamton, N. Y.
WHIPKEY, BOB
News Commentator — KBST, Big Spring, Ark.
WILLIAMS, GLENN
News Commentator — WESG, Elmira, N. Y.
WILLIAMS, GLEN
News Commentator — KCRC, Enid, Okla.
WILLIS, J. EDWIN
News Commentator — WLAP, Lexington, Ky.
WILSON, BOB
News Commentator — WADC, Akron.
WILSON, ROBERT
News Commentator — WOWO, Fort Wayne, Ind.
WINCHELL, WALTER
News Commentator — Jergens Program NBC.
WOODS, CHARLES
News Commentator — WSAI, Cincinnati.
WRIGHT, DOROTHY ELLEN
News Commentator — WOWO and WGL, Fort Wayne. Roving Reporter.

— Y —

YOUSE, ROBERT
News Commentator — WDBJ, Roanoke.

Sports Commentators

AND THEIR WORK DURING 1937

"What is originality? It is being one's self, and reporting accurately what we see and are."

—Emerson.

Key to Network Affiliation Abbreviations

CBS—Columbia Broadcasting System; CN—Colonial Network; DLN—Don Lee Network; IN—Intercity Network; MBS—Mutual Broadcasting System; MN—Michigan Network; NBC—National Broadcasting Company; TQN—Texas Quality Network; YN—Yankee Network.

— A —

ADAMS, BILL
Sports Commentator — KGW and KEX, Portland, Ore.

ADAMS, WALLY
Sports Commentator—WAGA, Atlanta.

ADKINS, SPRITTER
Sports Commentator—WRVA, Richmond.

ALFRED, MILTON
Sports Commentator—WICA, Ashtabula, Ohio.

ANDERSON, BOB
Sports Commentator—KRLC, Lewiston, Idaho.

ANDREWS, TED
Sports Commentator—KWKH, Shreveport. Rambling Round the Sports Dial, Grand Prize Beer Program, General Mills Baseball Broadcasts, Goodrich Tire Program, Centenary College Football Broadcasts.

APPEL, "CHICK"
Sports Commentator — CJCS, Stratford, Ont.

ASHFORD, ED
Sports Commentator—WLAP, Lexington, Ky.

AUSTIN, FRANK
Sports Commentator—KDYL, Salt Lake City.

— B —

BARBER, RED
Sports Commentator — WLW and WSAI, Cincinnati.

BARRY, JACK
Sports Commentator — WIP, Philadelphia.

BATCHELDER, CHARLES
Sports Commentator—WDBO, Orlando, Fla.

BAUGHN, TED
Sports Commentator—WELL, Battle Creek.

BELL, JACK
Sports Commentator—WIOD, Miami.

BENNETT, DAVID
Sports Commentator—WKBO, Harrisburg, Pa.

BEYNONI, JACK
Sports Commentator—WDWS, Champaign, Ill.

BINGHAM, DRAKE
Sports Commentator—WKY, Oklahoma City.

BLAIN, PERRY
Sports Commentator—WILL, Urbana, Ill.

BOLLEY, LEO
Sports Commentator — WGY, Schenectady.

BOLTON, JOE
Sports Commentator—WMCA, New York.

BOND, BILL
Sports Commentator—WAVE, Louisville.

BOYER, JOHNNY
Sports Commentator — KQV, Pittsburgh.

BOZEMAN, JERRY
Sports Commentator—WSFA, Montgomery, Ala.

BRANDT, LYNN
Sports Commentator — NBC. Football Game Broadcasts, Golf Broadcasts, Chicago Golden Gloves Broadcasts, National High School Basketball Championship Broadcasts, National AAU Track Championships Broadcast, National Clay Court Tennis Championship Broadcasts, National Junior Tennis Championships.

BRANDY, J. R.
Sports Commentator — CFCL, Ogdensburg, N. Y.

BRICKHOUSE, JACK
Sports Commentator—WMBD, Peoria, Ill.

BRITT, JIM
Sports Commentator—WBEN, Buffalo.

BROWN, BUDDY
Sports Commentator—KIUL, Garden City, Kansas.

BROWN, ROBERT V.
Sports Commentator — NBC. Golden Gloves Boxing Broadcasts, Football Broadcasts.

BROWN, ROGER
Sports Commentator—WDBO, Orlando, Fla.

BROWN, WILLIAM H.
Sports Commentator—General Mills Baseball Broadcasts WHO, State Championship Cornhusking Contest WHO, Champion of Champion Cornhusking Contest WHO, Sports Review WHO, Iowa University Football Games WHO-WOC, State Handball Championships WMT, County Basketball Tournaments WMT-KRNT, State Volley Ball Championships WMT.

BRYAN, JERRY
Sports Commentator—WSGN, Birmingham.

BUCHAN, ALEX
Sports Commentator — WEW, St. Louis.

BULL, FRANK
Sports Commentator — KHJ, Los Angeles.

BURGER, JOHN BELDON
Sports Commentator.

BURICK, SI
Sports Commentator — WHIO, Dayton.

BUTHERUS, ED
Sports Commentator — KUJ, Walla Walla.

BUXBAUM, PHILIP L. JR.
Sports Commentator — WELI, New Haven.

— C —

CAIN, DOYLE
Sports Commentator—KFXD, Nampa, Idaho.

CAMP, DEL
Sports Commentator—WDEV, Waterbury, Vt.

CAMPBELL, D. C.
Sports Commentator — KCRC, Enid, Okla.

CAMPBELL, DICK
Sports Commentator — KGGF, Coffeyville, Kan.

CANUP, RED
Sports Commentator—WAIM, Anderson, S. C.

CARMICHAEL, LESSLEY
Sports Commentator—WFOR, Hattiesburg, Miss.

CARROLL, PARKE
Sports Commentator — WHB, Kansas City.

CARSON, GRANT
Sports Commentator — CJRM, Regina.

CARTER, BOB
Sports Commentator—WMCA, New York.

CASEY, EDDIE
Sports Commentator — WAAB and WNAC, Boston.

CHEYNE, ARTHUR
Sports Commentator — KIT, Yakima, Wash.

CLARK, AL
Sports Commentator—KRMD, Jamestown, N. D.

CLARK, PAUL
Sports Commentator — WGBF and WEOA, Evansville, Ind.

CLEVELAND, BUDDY
Sports Commentator — WCLO, Janesville, Wis.

COGGINS, JIMMIE
Sports Commentator—WAIM, Anderson, S. C.

COLVIN, DON
Sports Commentator — KSFO, San Francisco.

COHEN, LES
Sports Commentator—WMBS, Uniontown, Pa.

COOK, CHUCK
Sports Commentator — KFJB, Marshalltown, Iowa.

CORBIN, PAUL
Sports Commentator — KELA, Centralia and Chehalis, Wash.

CORNWELL, BLAINE
Sports Commentator — KVOO, Tulsa.

COSTLEY, JAN
Sports Commentator—WJTN, Jamestown, N. Y.

COZAD, SAMMY
Sports Commentator—WTBO, Cumberland, Md.

CREIGHTON, HARRY
Sports Commentator—WAAF, Chicago.

CRONKITE, WALTER LELAND JR.
Sports Commentator—KCMO, Kansas City, WKY, Oklahoma City.

CRUTCHFIELD, CHARLES
Sports Commentator — WBT, Charlotte, N. C.

CUMMINS, HOWARD
Sports Commentator — KGFI, Brownsville, Texas.

CUNNINGHAM, BOB
Sports Commentator — KOIL, Omaha.

CUSHING, KIRBY
Sports Commentator — KYW, Philadelphia.

— D —

DAILEY, TOM
Sports Commentator—WDOD, Chattanooga.

DAVIS, REX
Sports Commentator—WCKY, Cincinnati.

DAVIS, SIG
Sports Commentator—WMIN, St. Paul.

DEAL, JAKE
Sports Commentator—WDEV, Waterbury, Vt.

DE HAVEN, BOB
Sports Commentator—KVOO, Tulsa.

DENNIS, DINTY
Sports Commentator—WQAM, Miami.

DE RIVERO, RAMON ORTIZ
Sports Commentator—WNEI, San Juan, P. R.

DERWIN, WILLIAM
Sports Commentator—WATR, Waterbury, Conn.

DESCARREAUX, MAURICE
Sports Commentator—CHRC, Quebec.

DESMOND, CONNIE
Sports Commentator—WSPD, Toledo.

DETTER, W. BUDD
Sports Commentator—KWBG, Hutchinson, Kan.

DE YOUNG, JOHN
Sports Commentator — WGL, Fort Wayne. Harvey Brothers Sports Review Program.

DIEHM, VIC
Sports Commentator—WAZL, Hazelton, Pa.

DILLON, JOHN
Sports Commentator—WFAS, White Plains, N. Y.

DONAHUE, BUD
Sports Commentator—KDLR, Devils Lake, N. D.

DOOLEY, EDDIE
Sports Commentator — Football Forecasts CBS.

DOUGLASS, REG
Sports Commentator—CKNX, Wingham, Ont.

DRAKE, AL
Sports Commentator—WELL, Battle Creek.

DUPRE, HENRY PHILLIPS
Sports Commentator — WWL, New Orleans.

DURNEY, BILL
Sports Commentator — WIL, St. Louis.

DYER, BILL
Sports Commentator—WCAU, Philadelphia. Socony Vacuum Oil Co. Sport Program, Mobilgas and Wheaties Baseball Broadcasts, All-Star Baseball Broadcast CBS, World Series Broadcast CBS, St. Joseph College Basketball Broadcasts.

— E —

EBEL, JIM
Sports Commentator—WILL, Urbana, Ill.

EDMOND, ASHLEY
Sports Commentator—CKTB, St. Catherines, Ont.

EGAN, GAIL
Sports Commentator—CFAC, Calgary, Alberta.

EPSTEIN, JOE
Sports Commentator—WNOX, Knoxville.

EVANS, ROBERT
Sports Commentator—WSPD, Toledo.

— F —

FARLY, TOM
Sports Commentator—KRMD, Jamestown, N. D.

FELDMAN, ROBERT M.
Sports Commentator—WMAS, Springfield, Mass.

FINK, MAURICE
Sports Commentator—WQAM, Miami.

FISHELL, RICHARD EDWARD
Sports Commentator—WMCA, New York. General Mills Sports Resume, Sobol Bros. Sports Resume.

FISHER, THORNTON
Sports Commentator—WNEW, New York.

FITZPATRICK, JACK L.
Sports Commentator — KLZ, Denver.

FLAHERTY, PAT
Sports Commentator—WOAI, San Antonio.

FLANAGAN, PAT
Sports Commentator—WBBM, Chicago.

FLEISCHMAN, SOL
Sports Commentator—WDAE, Tampa, Fla.

FLEMING, ED
Sports Commentator—WIBA, Madison, Wis.

FRANK, NOBLE
Sports Commentator — WHP, Harrisburg, Pa.

FRANKLIN, O.
Sports Commentator — KGKB, Tyler, Texas.

FRANKLIN, WILLIAM C. B.
Sports Commentator — WIBX, Utica.

— G —

GALLAHER, EDDIE
Sports Commentator — KTUL, Tulsa.

GARDNER, CARROL
Sports Commentator—WMBR, Jacksonville, Fla.

GARDNER, DON
Sports Commentator—WKBN, Youngstown, Ohio.

GARNES, C. M.
Sports Commentator — KBST, Big Spring, Ark.

GENSLER, CARL
Sports Commentator—WXYZ, Detroit. Sports Review, Michigan State Football Broadcasts.

GEORGE, LEE ELWOOD
Sports Commentator — KWTO and KGBX, Springfield, Mo. General Mills Baseball Broadcasts, Cardinal Brewing Co. Baseball Broadcasts, Hamlin's Wizard Oil Sportscaster, Davidson's Cafeteria Football Announcer, Coca Cola Boxing Shows, Sieberling Tires Auto Racing Broadcasts, Dicks Beer Sportcast.

GILROY, RALPH
Sports Commentator — WNAC and WAAB, Boston.

GIMAEL, PHIL
Sports Commentator — CHRC, Quebec.

GINSBERG, HARRY
Sports Commentator—WNBC, New Britain, Conn.

GLADSTONE, HENRY
Sports Commentator—General Mills Baseball Broadcasts WHN, Socony-Vacuum Baseball Broadcasts WHN.

GLEASON, PECO
Sports Commentator—WCHV, Charlottesville, Va.

GRANEY, JACK
Sports Commentator — WCLE and WHK, Cleveland.

GREGSON, JACK
Sports Commentator—KDYL, Salt Lake City.

GRIFFITHS, BILL
Sports Commentator — WJW, Akron.

GRIFFITHS, DAVE
Sports Commentator — WGBI, Scranton, Pa.

GRIZZARD, HERMAN
Sports Commentator—WLAC, Nashville.

GUNDAKER, ED C.
Sports Commentator — WHP, Harrisburg, Pa.

GUYAN, GEORGE
Sports Commentator—KFRU, Columbia, Mo.

— H —

HACHA, JOHN
Sports Commentator—WOWO and WGL, Fort Wayne, Ind.

HACKETT, JOHN W.
Sports Commentator—WOWO and WGL, Fort Wayne. Indiana State High School Basketball Tournaments, Centlivre Brewing Corp. Sports Broadcast, Golden Gloves Tournament, Sports of All Sorts, Down the Field.

HALL, HELSEY
Sports Commentator — KSTP, St. Paul, Minneapolis.

HALL, JOE
Sports Commentator — CFJC, Kamloops, B. C.

HALLIDAY, JACK
Sports Commentator—WBNO, New Orleans.

HALLISTER, JACK
Sports Commentator—KDKA, Pittsburgh.

HALPIN, ROY
Sports Commentator — CHRC, Quebec.

HAMMOND, C. W.
Sports Commentator — KRE, Berkeley, Cal.

HAND, JACK
Sports Commentator—WNBF, Binghamton, N. Y.

HANDLAN, JOE
Sports Commentator—WCHV, Charlottesville, Va.

HANES, TOM
Sports Commentator—WTAR, Norfolk.

HARPER, EARL
Sports Commentator—WNEW, New York City. Madison Square Garden Basketball Broadcasts, Boxing Broadcasts, National Men's Indoor Tennis Championship Broadcasts, General Mills Baseball Broadcasts, Dugout Interviews, Baseball Scores Broadcasts, Sports Roundup, National Horse Show Broadcast, Columbia University Football Broadcasts, The Sportoscope.

HARRINGTON, JOHN
Sports Commentator—WBBM, Chicago.

HARTMAN, HARRY
Sports Commentator—WCPO, Cincinnati.

HASBROOK, DICK
Sports Commentator—WJMS, Ironwood, Mich.

HAYES, SAMUEL STEWART
Sports Commentator — All American Gridiron Index MBS. Associated Oil Co. Football Rally.

HEILMAN, HARRY
Sports Commentator—WXYZ, Detroit.

HEINE, BOB
Sports Commentator—WBAA, West Lafayette, Ind.

HEISS, BOB
Sports Commentator—WTMJ, Milwaukee.

HENDERSON, BROOKS
Sports Commentator — KSTP, St. Paul-Minneapolis. Minnesota Football Broadcasts.

HENDERSON, LLOYD
Sports Commentator—WPAY, Portsmouth, Ohio.

HIGGINS, FRANCIS
Sports Commentator—WLBC, Muncie, Ind.

HIGHTOWER, BILL
Sports Commentator—WFAA, Dallas. Humble Oil Football Broadcasts.

HIPPLE, JAMES
Sports Commentator—KGFX, Pierre, S. D.

HOEY, FRED
Sports Commentator—WAAB and WNAC, Boston.

HOLLISTER, JACK
Sports Commentator—KDKA, Pittsburgh. Sports Review, Baseball Scores, Fight Descriptions, Football Predictions.

HOOPER, JACK
Sports Commentator—WMBG, Richmond.

HOUSTON, C. H.
Sports Commentator—WRNL, Richmond.

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JERRY
ANDERS

HOYT, WAITE
Sports Commentator—WMCA, New York.

HUBBARD, BOB
Sports Commentator—WSAY, Rochester, N. Y.

— I —

IHRIG, GENE
Sports Commentator—WILL, Urbana, Ill.

INGLIS, S. CHARLES
Sports Commentator — KLZ, Denver.

— J —

JACKSON, A. B. "BUDD"
Sports Commentator—KWOS, Jefferson City, Mo.

JACKSON, GEORGE
Sports Commentator—WBOW, Terre Haute, Ind.

JANNEY, ED
Sports Commentator—KGGM, Albuquerque.

JAY, DICK
Sports Commentator—KIUN, Pecos, Texas.

JOHNSON, DICK
Sports Commentator—KGFF, Shawnee, Okla.

JOHNSON, HARRY
Sports Commentator—KFOR and KFAB, Lincoln, Nebr.

JOHNSON, WALTER H.
Sports Commentator—WIBM, Jackson, Mich.

JORDAN, CHARLIE
Sports Commentator — WRR, Dallas.

JORDON, G. A.
Sports Commentator—CFQC, Saskatoon.

JOYNER, FRED
Sports Commentator—WHKC, Columbus.

— K —

KALUSCHE, EARLE J.
Sports Commentator—WFAA, Dallas. Uncle Ben's Grid Flashes.

KARN, BILL
Sports Commentator—KPDN, Pampa, Texas.

KEARNEY, DON
Sports Commentator — WFAS, White Plains, N. Y.

KEEGAN, FRANK
Sports Commentator—KBTM, Jonesboro, Arkansas.

KELLY, BOB
Sports Commentator—WGAR, Cleveland.

KELLY, TOM
Sports Commentator—KCMO, Kansas City.

KELSO, BILL
Sports Commentator—KMTR, Hollywood.

KENYON, DOUGLASS MORROW
Sports Commentator—WBAP, Fort Worth.

KIRKPATRICK, JESS
Sports Commentator — WGN, Chicago. Old Gold Baseball Programs.

KILPATRICK, REID F.
Sports Commentator—KEHE, Los Angeles. Professional Football Broadcasts, Fight Broadcasts, Kilpatrick's Sport Shorts.

KIRBY, ROBERT LEE
Sports Commentator — WBT, Charlotte. Duke Football Broadcasts.

KOESTER, TONY
Sports Commentator—KFBK, Sacramento.

KYLER, JAMES F.
Sports Commentator—WCMI, Ashland, Ky.

— L —

LA BRANCHE, ERNIE
Sports Commentator—WLLH, Lowell, Mass.

LANG, DR. ETHAN A.
Sports Commentator—WCAM, Camden, N. J.

LANTRY, HARRY
Sports Commentator — KHQ, Spokane.

LAUBENGAYER, ED
Sports Commentator—KSAL, Salina, Kansas.

LAUX, FRANCE
Sports Commentator—KMOX, St. Louis.

LEARY, ALBERT E.
Sports Commentator—CKCL, Toronto.

LEE, GEORGE
Sports Commentator—KGBX and KWTO, Springfield, Mo.

LELAND, CY
Sports Commentator—WBAP, Fort Worth.

LE ROY, HARRY
Sports Commentator—KGGC, San Francisco.

LE VOIR, "BABE"
Sports Commentator—WCCO, Minneapolis-St. Paul.

LITTLE, LOU
Sports Commentator — Football Forecasts MBS.

LONGWELL, ROBERT
Sports Commentator—Premier Beer Hockey Resume WWJ, Tiger Tales WJBK.

LOWREY, MEADOR
Sports Commentator—WHAS, Louisville.

— M —

McALISTER, R. B.
Sports Commentator—KFYO, Lubbock, Texas.

McCARTHY, CLEM
Sports Announcer — Louis-Schmeling Championship Fight NBC, Louis-Braddock Championship Fight NBC, Kentucky Derby Description NBC, Preakness Stakes Description NBC, All-Sports Program NBC.

McDONALD, ARCH
Sports Commentator—WJSV, Washington, D. C.

McDONOUGH, DICK
Sports Commentator—WAAB, and WNAC, Boston.

McGILL, W. E. "WINDY"
Sports Commentator—WTJS, Jackson, Tenn.

McKEVITT, H. W.
Sports Commentator — KRE, Berkeley, Calif.

McLINN, "STONEY"
Sports Commentator — WIP, Philadelphia.

McMAHON, THOMAS
Sports Commentator—WNBF, Binghamton, N. Y.

McMILLAN, D.
Sports Commentator — CKCK, Regina.

MacMILLAN, LOWELL
Sports Commentator—WHEC, Rochester, N. Y.

MALOY, JACK
Sports Commentator—WORL, Boston.

MANNING, TOM
Sports Commentator — Leisy's Beer Sport Resume WTAM, National Air Races Description NBC, Ohio State University Football Broadcasts WTAM, Western Open Golf Tournament Description NBC, National Open Golf Tournament Description NBC.

MARIANA, NICK
Sports Commentator — KGVO, Missoula, Mont.

MARKEY, ARTHUR
Sports Commentator—WJAR, Providence.

MARKEY, RAY
Sports Commentator—WTHT, Hartford.

MARKWARD, WILLIAM
Sports Commentator—WCAM, Camden, N. J.

MARTIN, PAL
Sports Commentator—WGRC, New Albany, Ind.

MARTIN, REGGIE
Sports Commentator — WHB, Kansas City.

MARTIN, REGINALD B.
Sports Commentator — KFAB and KFOR, Lincoln, Nebr.

MARTIN, THOMAS EMMET
Sports Commentator — WIBX, Utica.

MARTINO, GILBERT
Sports Commentator—WDRC, Hartford, Conn.

MAXWELL, JOCKO
Sports Commentator—WWRL, Woodside, L. I.

MEYER, FREDERICK G.
Sports Commentator—WHDL, Olean, N. Y.

MICCICHE, JOE
Sports Commentator—KRKD, Los Angeles.

MICHEL, AL.
Sports Commentator—WTAQ, Green Bay, Wis.

MILLER, HAROLD
Sports Commentator—WORK, York, Pa.

MILLER, STRETCH
Sports Commentator—WJBC, Bloomington, Ill.

MITCHELL, AL
Sports Commentator—KGLO, Mason City, Iowa.

MOCK, BILL RUSSELL, Jr.
Sports Commentator—KVOS, Bellingham; KGW and KEX, Portland.

MOORE, HAL
Sports Commentator — KRE, Berkeley, Calif.

MORTON, EARL
Sports Commentator—CHNS, Halifax.

MULLINAX, ED
Sports Commentator—WJBY, Gadsden, Ala.

MURLEY, J. B.
Sports Commentator—CFCY, Charlottetown, P. E. I.

MURPHY, PAT
Sports Commentator—CKOC, Hamilton, Ont.

MURPHY, ROBERT LEO
Sports Commentator—KSTP, St. Paul.

— N —

NAGLER, AL
Sports Commentator—WJBK, Detroit.

NASH, WILLIAM, Jr.
Sports Commentator — KOH, Reno.

NEVADA, CHARLES
Sports Commentator—WTMJ, Milwaukee.

NICHOLSON, LEO
Sports Commentator — CJOR, Vancouver.

NOBLES, T. K.
Sports Commentator—WAPO, Chattanooga.

NORMAN, NEIL
Sports Commentator — WIL, St. Louis.

NORRIS, BOBBY
Sports Commentator—WMAZ, Macon, Ga.

NORVELL, CASKIE
Sports Commentator—WBIG, Greensboro.

— O —

O'HAIRE, EUGENE
Sports Commentator—WGY, Schenectady.

O'HARA, JOHN
Sports Commentator — KWK, St. Louis.

OLDOKER, LYNN E.
Sports Commentator—KGFX, Pierre, S. D.

ONDARCHO, S. C.
Sports Commentator—WBTM, Danville, Va.

O'NEAL, J. B.
Sports Commentator—WAYX, Waycross, Ga.

ONSLOW, JACK
Sports Commentator—WAAB and WNAC, Boston.

ORAVETZ, JULE
Sports Commentator—WRJN, Racine, Wis.

OWEN, FORREST JR.
Sports Commentator—WELL, Battle Creek.

OWENS, MOREY C.
Sports Commentator—WROK, Rockford, Ill.

— P —

PARKER, JOE (G.)
Sports Commentator—NBC.

PATON, CLYDE
Sports Commentator — KGY, Olympia, Wash.

PATRICK, VAN
Sports Commentator—KOCA, Kilgore, Tex.

PEARSON, FORT
Sports Commentator — Football Game Broadcasts, NBC, Football Profet WENR.

PERRY, NORMAN
Sports Commentator—WSAI, Cincinnati.

PENGRA, MARSHALL
Sports Commentator—KRNR, Roseburg.

PETTEGREW, C. W.
Sports Commentator—WOSU, Columbus.

PICKARD, DAVE
Sports Commentator—CHSJ, St. John, N. B.

PIERCE, H. I., Jr.
Sports Commentator—KGHL, Billings, Mont.

PIERCE, NORMAN
Sports Commentator—WOMT, Manitowoc, Wis.

POOLE, BOB
Sports Commentator—WBIG, Greensboro. B. C. Sports Review, Wiley Sholar.

POPE, BILL
Sports Commentator—WESG, Elmira, N. Y.

POWERS, FRANCIS J.
Sports Commentator — NBC. Second Guessers.

PROUGH, EL
Sports Commentator—WDAY, Fargo, N. D.

PUCKETT, RALPH
Sports Announcer — WMT, Cedar Rapids, Ia.

PUTNAM, GEORGE FREDERIC
Sports Commentator—KSTP, St. Paul. Tomorrow's Touchdowns, Football Preview and Review.

— R —

RAMSEY, S. WAYMOND
Sports Commentator—KOMA, Oklahoma City.

REAMS, TED
Sports Commentator—WRVA, Richmond.

REGINALD, MARTIN BUELL
Sports Announcer—Brown and Williamson Tobacco Co. Football Broadcasts, KOIL-KFOR, Kellogg Co. Football Broadcasts, KFAB, Drake Relays Broadcasts, MBS.

REILLY, SPEED
Sports Commentator — KLS, Oakland, Calif.

REILY, CHARLES
Sports Commentator—WTAR, Norfolk.

REITZER, HERMAN
Sports Commentator—WDEL, Wilmington, Del.

RHEIN, GENE
Sports Commentator—KGNF, North Platte, Nebr.

RIBB, JIMMY
Sports Commentator—KNOW, Austin, Tex.

RICHARDSON, BOB
Sports Commentator — KWK, St. Louis.

RILEY, DON
Sports Commentator—WBAL, Baltimore.

RILEY, LEN
Sports Commentator—WFBM, Indianapolis.

RING, BILL
Sports Commentator—KGBX and KWTO, Springfield, Mo.

ROBERTS, BRYAN
Sports Commentator—KGFF, Shawnee, Okla.

ROBERTS, I. S.
Sports Commentator—KRGV, Weslaco, Tex.

ROBERTSON, COLLINS TRAFTON
Sports Commentator—KVOO, Tulsa.

ROBERTSON, JACK
Sports Commentator—WGRC, New Albany, Ind.

ROSCOE, PAUL
Sports Commentator — KMA, Shenandoah, Iowa.

ROSS, NORMAN DE MILLE
Sports Commentator — Horse Race Descriptions WENR.

RUBENSTEIN, BABE
Sports Commentator—WNAC and WAAB, Boston.

RUDOLPH, JOE
Sports Commentator—WCBD, Chicago.

RUGH, VIC
Sports Commentator — KFH, Wichita.

RUTH, GEORGE "BABE" HERMAN
Sports Commentator — Babe Ruth Show, CBS.

RYAN, FRANK
Sports Commentator—WAAB and WNAC, Boston.

— S —

ST. JAMES, CHRIS
Sports Commentator—WCNW, Brooklyn.

SALAZAR, RALPH
Sports Commentator—KHUB, Wastonville, Calif.

SAMUELSON, PEARLY
Sports Commentator—KNEL, Brady, Texas.

SAUNDERS, RAY
Sports Commentator—WHN, New York. General Mills Baseball Broadcasts, Socony-Vacuum Baseball Broadcasts, Coca Cola Sports Review, Daily Sports Broadcasts.

SAVAGE, GUY
Sports Commentator—KABC, San Antonio.

SAWYER, VERNE
Sports Commentator—KGVO, Missoula, Mo.

SCHEIBECK, "IRV"
Sports Commentator—WCOL, Columbus.

SCHMIDT, RAY
Sports Commentator — KWK, St. Louis.

SEABROOK, GILBERT
Sports Commentator—CFRN, Edmonton, Al.

SEAL, BOB
Sports Commentator—WCOL, Columbus.

SELBY, PRICE
Sports Commentator—WRGA, Rome, Ga.

SHARP, DICK
Sports Commentator — KJR, Seattle.

SHAW, STANLEY WINTHROP
Sports Commentator—WNEW, New York. Six Day Bicycle Race Broadcasts.

SHEPPARD, BOB
Sports Commentator—KCMO, Kansas City.

SHORT, JACK
Sports Commentator—CKMO, Vancouver.

SHUMATE, GENE
Sports Commentator — KSO, Des Moines.

SILER, WENDELL
Sports Commentator—WSVA, Harrisonburg, Va.

SILVA, FRANK
Sports Commentator—WHAM, Rochester, N. Y.

SIMMONS, PATE
Sports Commentator—KFNF, Shenandoah, Iowa.

SIMONDS, HAL
Sports Commentator—WFIL, Philadelphia.

SIMPSON, STAN
Sports Commentator—KTKC, Visalia, Calif.

SIMS, ED
Sports Commentator—WMFJ, Daytona Beach, Fla.
SLAGLE, JOHN
Sports Commentator—WXYZ, Detroit.
SLATER, BILL
Sports Commentator—WNAC and WAAB, Boston.
SMITH, BERT
Sports Commentator — KSOO and KELO, Sioux Falls.
SMITH, CLYDE
Sports Commentator—KONO, San Antonio.
SMITH, C. LAURENCE
Sports Commentator—KTMS, Santa Barbara.
SMITH, ERNIE
Sports Commentator — KYA, San Francisco.
SMITH, ROBERT H.
Sports Commentator—WOOD and WASH, Grand Rapids, Mich.
SPENCER, RAY
Sports Commentator—WADC, Akron.
STARR, JACK
Sports Commentator—KMBC, Kansas City, Mo.
STEARNS, BILL
Sports Commentator—WHEB, Portsmouth, N. H.
STEELE, BOB
Sports Commentator—WTIC, Hartford.
STEVENS, JOHN (JACK) JOSEPH
Sports Commentator—WTIC, Hartford.
STEVENSON, BOB
Sports Commentator—General Mills Baseball Broadcasts, WHN, Socony-Vacuum Baseball Broadcasts, WHN, Gridiron Smoker, WHN.
STIMERS, REX
Sports Commentator—CKTB, St. Catherines, Ont.
STRONG, KENNETH E.
Sports Commentator—WMCA, New York. Grandstand and Bandstand.
SYKES, HARVEY JR.
Sports Commentator—WBRB, Red Bank, N. J.

— T —

TAUB, SAM
Sports Commentator — WHN, New York.
TEETZEL, WILLIAM
Sports Commentator—CHWK, Chilliwack, B. C.
TEN EYCK, SIDNEY
Sports Commentator—WSMK, Dayton.
THOMPSON, HAL
Sports Commentator—WFAA, Dallas. Humble Oil and Refining Co. Football Broadcasts.
THOMPSON, JIMMIE
Sports Commentator—WFBC, Greenville, S. C.
TOTTEN, HAROLD (HAL) OSBORN
Sports Commentator — Texas Co., Baseball Broadcasts, WCFL, Daily Sports Commentary, WMAQ, Totten on Sports, WENR, National Table Tennis Championship Broadcast, WMAQ, Six Day Bike Race Broadcasts, WENR-WMAQ, National Badminton Tournament Broadcast WMAQ, Farm and Home Hour NBC, Baseball Roundup NBC, NBC Jamboree, Louis-Braddock Round Table NBC, All Star Football Game Broadcast NBC, National Softball Final Champsionship Broadcasts NBC, Roller Skating Derby Broadcasts WMAQ, Louis-Brown Fight Broadcast NBC.
THORGERSON, ED
Sports Commentator—Lowell Thomas' Program NBC.
TRIGGS, W. AL
Sports Commentator—WIBX, Utica. Sports Review, Wrestling Broadcasts, Atlantic Refining Co. Football Broadcasts.
TRUITT, ROLLIE
Sports Commentator — KGW-KEX Portland. General Mills Baseball Broadcasts, Goodrich Tire and Rubber Co. Baseball Broadcasts, Star Brewery Co. Boxing Match Broadcasts, Wrestling Match Broadcasts, Hockey Game Broadcasts.
TUCKER, JOE
Sports Commentator—WWSW, Pittsburgh.
TYE, CHARLES
Sports Commentator — KRE, Berkeley, Calif.

— U —

ULSRUD, JOHN
Sports Commentator—KGCU, Mandan, N. D.

— V —

VANCE, FRED
Sports Commentator—WILL, Urbana, Ill.
VANCE, HENRY
Sports Commentator—WSGN, Birmingham.
VANDAGRIFT, CARL
Sports Commentator—WOWO-WGL, Ft. Wayne, Ind.
VARNEDOE, HEETH
Sports Commentator—WPAX, Thomasville, Ga.
VINEY, H.
Sports Commentator—CJOC, Lethbridge, Al.

— W —

WAGNER, PAUL
Sports Commentator—WPAY, Portsmouth, O.
WAKEMAN, TONY
Sports Commentator — WOL, Washington, D. C.
WALDORF, LYNN O.
Sports Commentator — NBC. Second Guessers.
WALKER, BILL
Sports Commentator—KRGV, Weslaco, Tex.
WALKER, W. E.
Sports Commentator—WIBA, Madison, Wis.
WALSH, EDWARD GEORGE
Sports Commentator—WRUF, Gainesville.
WARD, PERRY WALTER
Sports Commentator — WKY, Oklahoma City.
WARE, BILL EASTLAND
Sports Commentator—WCAU, Philadelphia. Atlantic Refining Co. Football Broadcasts.
WEAVER, JANE
Sports Commentator—WTAM, Cleveland. National Air Races Description NBC, National Open Golf Tournament Description NBC, Hockey Game Broadcasts.
WEEKS, ALFRED
Sports Commentator—KCMC, Texarkana.
WELDON, JACK
Sports Commentator—WDBJ, Roanoke.
WELSH, BILL
Sports Commentator—KFEL, Denver.
WELCH, I. F.
Sports Commentator—KALB, Alexandria, La.
WELLS, J. H.
Sports Commentator—CFQC, Saskatoon.
WESLEY, JAY
Sports Commentator—WEEI, Boston.
WEST, RICHARD
Sports Commentator—WEST, Easton, Pa.
WHEELER, CHET
Sports Commentator—KOOS, Marshfield, Ore.
WILKINSON, LORNIE
Sports Commentator—WTAQ and WHBY, Green Bay, Wis.
WILLIAMSON, BERNARD L.
Sports Commentator—KABR, Aberdeen, S. D.
WILLIAMSON, GORDON
Sports Commentator—CFRN, Edmonton, Al.
WILSON, DAVE
Sports Commentator—KVGB, Great Bend, Kans.
WILSON, DON HARLOW
Sports Commentator — NBC, Rose Bowl Football Broadcast.
WINGATE, ROLAND
Sports Commentator—WNAC-WAAB, Boston.
WINNIE, RUSS
Sports Commentator—WTMJ, Milwaukee.
WOLF, HAL
Sports Commentator—KOMO-KJR, Seattle.
WOMACK, LEON
Sports Commentator—KICA, Clovis, N. M.
WOODARD, RAY
Sports Commentator—WFTC, Kinston, N. C.
WOODHOUSE, WOODY
Sports Commentator—WDNC, Durham, N. C.
WOODS, JIM
Sports Commentator—KGLO, Mason City, Iowa.
WOODSON, BILL
Sports Commentator—KPMC, Bakersfield, Calif.
WRIGHT, JACK
Sports Commentator—KUOA, Siloam Springs, Arkansas.
WYATT, GENE
Sports Commentator—KPRC, Houston.

— Z —

ZINK, AL GUILD
Sports Commentator—WMBO, Auburn-WIBX, Utica.



JOSEF CHERNIAVSKY

Co-MUSICAL DIRECTOR

WLW-WSAI

- 26 Weeks on NBC Red Network for INTERNATIONAL SILVER COMPANY
- 13 Weeks on Mutual Broadcasting System

ONE MAN'S FAMILY

◆

written and produced

By CARLTON E. MORSE

◆

NOW IN ITS SIXTH YEAR

ED. CASHMAN

Director

"Swing Session"

CBS

With Columbia Artists, Inc.

MELVIN WHITE

ASSISTANT DIRECTOR

CBS

Backstage

★ Those Engaged in Radio Production and their work during 1937 ★

"Every production of genius must be the production of enthusiasm." —*Isaac D'Israeli.*

Key to Network Affiliation Abbreviations

CBS—Columbia Broadcasting System; CN—Colonial Network; DLN—Don Lee Network; IN—Intercity Network; MBS—Mutual Broadcasting System; MN—Michigan Network; NBC—National Broadcasting Company; TQN—Texas Quality Network; YN—Yankee Network.

— A —

ABRAMSON, NAT
Production—WOR, New York. Artists Bureau Head.

ADAMS, CHARLES LEE
Production — WHB, Kansas City. Artists Bureau Head.

ADAMSON, W. G.
Production—CKTB, St. Catherines, Ont. Musical Director.

ADELMAN, PAT
Production — WACO, Waco, Texas. Musical Director.

AFFLICK, MARY
Production—WGN, Chicago.

AGNEW, JOHN K.
Production — WHKC, Columbus. Musical Director.

ALBERT, DON
Production — WHN, New York. Musical Director.

ALBERTI, OLIVER
Production — KMPC, Beverly Hills. Musical Director.

ALEXANDER, CLARK
Production — WWL, New Orleans.

ALEXANDER, JOHN
Production — KGNF, North Platte, Nebr. Musical Director.

ALFORD, ELIZABETH
Production — WRBL, Columbus, Ga. Artist Bureau Head.

ALLAN, JAMES
Production — WIP, Philadelphia. Program Director.

ALLARD, JAMES
Production — CJCA, Edmonton, Al. Continuity Editor.

ALLEN, HY
Production—WMBC, Detroit.

ALLEN, JAMES
Production — WTJS, Jackson, Tenn. Artists Bureau Head.

ALLEN, SPENCER
Production — KOAM, Pittsburg, Kan.

ALSUP, MRS. J. E.
Production — KICA, Clovis, N. M. Musical Director.

ANDERSON, BOB
Production — KRLC, Lewiston, Idaho.

ANDERSON, GUNNAR
Production — KVI, Tacoma, Wash. Musical Director.

ANDERSON, RICHARD HAHNEN
Production — WHO, Des Moines.

ANDERSON, SIDNEY
Production — KFNF, Shenandoah, Iowa.

ANTHONY, JOHN JASON
Production — Director. Good Will Hour MBS-IN.

ARCHIBALD, G.
Production — CKGB, Timmins, Ont. Musical Director.

ARMSTRONG, BERNIE
Production — Duquesne Light Program KDKA, Dot and Pat Program KDKA.

ARNOLD, TED
Production — WHBF, Rock Island, Ill.

ARRIGA, ARNO
Production — WBNX, New York, Musical Director.

ARTHUR, RENE
Production — CKCV, Quebec.

ASH, KENNETH DONALD
Production — WIBX, Utica.

AVERY, GAYLORD
Production—WOW, Omaha.

AVERY, MARTIN B.
Production — WLNH Lanconia, N. H.

AXELSON, I. H.
Production—KSL, Salt Lake City.

— B —

BAHN, VIRGINIA
Production — KFVS, Cape Girardeau, Mo. Musical Director.

BAILEY, FREDERICK
Production—WORL, Boston.

BAILEY, HARRISON
Production — WICA, Ashtabula, O. Production Director.

BAILEY, JAY RICHARD
Production—CBS. Sound Engineer. Scattergood Baines, Joe Penner Program, Al Jolson Show, Lloyd Pantages Program, Hollywood In Person, Screenscoops, What Would You Have Done, White Fires, Your Witness, Hollywood Melody Shop.

BARRETT, RAY
Production — WDRC, Hartford, Conn.

BARTON, GEORGE
Production—KMOX, St. Louis.

BARTON, LOUIS CRAIG
Production — WFAA, Dallas. Coach and Arranger, The Pepper Uppers.

BASON, HARRY
Production—WIRE, Indianapolis. Musical Director.

BASS, FRED
Production — CKWX, Vancouver. Program Director.

BATES, RICHARD
Production—WORL, Boston.

BATSON, CHARLES
Production — WFBC, Greenville, S. C.

BAUGH, GENE
Production — WBAP, Fort Worth. Musical Director. White Swan Food Parade, Cosden Petroleum Co. Program, Williamson & Dickie Garments Program, Melodic Moments, Bohemians, Black Night.

BAUGHMAN, ELMER
Production—WCKY, Cincinnati.

BAXTER, BEE
Production—KSTP, St. Paul. The Household Forum, The Woman's Side of the News, The Good Morning Hour, Home Brand Pantry Party, In the Looking Glass.

BAXTER, LEO
Production — WBOW, Terre Haute, Ind. Musical Director.

BEALS, RAY
Production — KVGB, Great Bend, Kan.

BEAUDET, JEAN-MARIE
Production—CBM-CBF, Montreal. Musical Director.

BECK, WALTER JARVIS
Production—KTSA, San Antonio. Traffic Manager, Program Director.

BECKETT, EMILY
Production—WBDO, Orlando, Fla. Program Director.
BELANGER, EDWIN
Production — CKCV, Quebec. Musical Director.
BELL, GLADYS
Production — KROC, Rochester, Minn. Artists Bureau Head.
BELL, HOWARD R.
Production—KRKD, Los Angeles. Musical Director.
BENANDER, TONY
Production—WMC, Memphis.
BENERIE, SAM
Production — WJR, Detroit. Musical Director.
BENNETT, LANSING
Production — WNBX, Springfield, Vt.
BENNETT, LOU
Production — WMBS, Uniontown, Pa. Production Manager.
BERG, GEORGE KARL
Production — Director. German Program WCFL, German Program WCBD-WGES.
BERNARD, DON
Production — KNX, Los Angeles.
BERNARD, V.
Production — CHNC, New Carlisle, P. Q. Musical Director.
BERRY, JAMES G.
Production — KFWB, Hollywood. Producer.
BERT, A. L.
Production — WTAD, Quincy, Ill. Artists Bureau Head and Musical Director.
BIGLER, LYNN
Production—KGKL, San Angelo, Texas. Musical Director.
BILLS, MARY ANN
Production — KGVO, Missoula, Mont. Musical Director.
BIONDI, FERD
Production—CKAC, Montreal. Artists Bureau Head.
BISHOP, A. J.
Production—KLCN, Blytheville, Ark.
BISHOP, FRED
Production—WNAC, Boston.
BITNER, IRMA F.
Production—KSL, Salt Lake City. Artists Bureau Head.
BIVENS, BILL
Production—WBT, Charlotte, N. C.
BLAIN, JOHN JR.
Production—KOB, Albuquerque. Musical Director.
BLAIR, DOUGLAS
Production — KTRH, Houston.
BLAIR, FRANK
Production — WFBC, Greenville, S. C. Program Director.
BLAKELY, CLINT
Production — WBIG, Greensboro. Continuity Head.
BLANC, HENRY
Production — WFBR, Baltimore. Chief Continuity Writer.
BLISS, THEODORE M.
Production — KHJ-DLN, Los Angeles. Production Manager.
BLOCH, RAY
Production — CBS Vocal Arranger and Coach. Philip Morris Program, Consolidated Gas Program, Heinz Magazine of the Air, Earaches of 1938, Good Gulf Gas Program, Eton Boys Program.
BOTTERILL, N.
Production — CJCA, Edmonton, Al. Production Manager.
BOURGEOIS, L. A.
Production — CHAB, Moose Jaw, Sask. Program Director.
BOURRON, DIANA
Production—Producer. Burns and Allen NBC, Ken Murray Show CBS, Amos 'n' Andy NBC. Associate Producer. Hollywood Hotel.
BOWMAN, PHIL
Production—CBS. Other People's Money, Manhattan Mother, Poetic Melodies.
BOYD, AL
Production—WLS, Chicago.
BOYLE, HARRY J.
Production — CKNX, Wingham, Ont. Production Manager and News Editor.
BRAGDON, ROBERT
Production — KOY, Phoenix. Artists Bureau Head.
BRAMSTEDT, ALVIN
Production — KXRO, Aberdeen, Wash.
BRANIN, PAT
Production — KTFI, Twin Falls, Ida.
BRAUN, GILBERT
Production—Assistant. Junior G Men WOR, Ave Maria Hour WMCA, St. Anthony Hour WHN.
BRAUN, ROBERT
Production — KHJ, Los Angeles. Artists Bureau Head.

CLAUDE SWEETEN

Composer—Conductor

Musical Director:

Blue Monday Jamboree—7 years

Feminine Fancies—

Salon Moderne—2 years

—and many others—

KFRC, San Francisco

KEHE, Los Angeles

Management
Dolan & Doane.

PAUL LAPORTE

ASSISTANT DIRECTOR

CBS

BRAXTON, J. MARSHALL
Production — WGH, Newport News, Va.
BREECE, GEORGE
Production — KFBK, Sacramento. Musical Director.
BREINING, P.
Production — WRAK, Williamsport, Pa. Artists Bureau Head.
BREITENMOSER, DON
Production — KMLB, Monroe, La. Musical Director.
BRENEMAN, TOM
Production — CBS. Director. Western Home.
BRENGEL, WILLIAM
Production — WSMB, New Orleans. Artists Bureau Head.
BROEKMAN, DAVID
Production — KHJ, Los Angeles. Musical Director.
BROWN, BOBBY
Production — WBBM, Chicago. Artists Bureau Head.
BROWN, EDDY
Production — WQXR, New York. Musical Director.
BROWN, JEANE
Production — WOWO and WGL, Fort Wayne, Ind. Musical Director.
BROWN, MABEL
Production — CKCD, Vancouver. Musical Director.
BROWN, ROSALIND
Production — WGRC, New Albany, Ind. Musical Director.
BROWN, TED
Production — KONO, San Antonio. Musical Director.
BROWN, THOMAS L.
Production — WHDL, Olean, N. Y. Program Director.
BROWN, WALBERG
Production — WGAR, Cleveland. Musical Director.
BROWNING, EDW.
Production — WDEL, Wilmington, Del. Program Director.
BROXAM, PEARL B.
Production — WSUI, Iowa City. Program Director
BROZA, STANLEY A.
Production — WCAU, Philadelphia. Program Director. Horn & Hardart Children's Hour.
BRUSILOFF, NAT
Production — WMCA New York. Musical Director.
BRYANT, EDWARD
Production — CJCA, Edmonton, Al.
BRYSON, CONREY
Production—KTSM, El Paso.
BUCHANAN, VELLA JEAN
Production — KHBG, Okmulgee, Okla. Musical Director.
BUCK, MORDEN
Production — WHEC, Rochester, N. Y. Program Director.
BUNKER, EDMUND
Production — WCSC, Charleston, W. Va.
BURGER, FRANK
Production — WOL, Washington, D. C. Musical Director.
BURKE, HARRY
Production — WOW, Omaha. Program Manager.
BURRIS, R. E.
Production — KFYR, Bismarck, N. D. Musical Director.
BURT, DONALD R.
Production—WSAU, Wausau, Wis. Program Director.
BUTLER, JERRY
Production—WBRE, Wilkes-Barre, Pa. Artists Bureau Head.
BUTTERFIELD, BILL
Production — KCRC, Enid, Okla.
BUTTERFIELD, PRUDENCE
Production—WMBC, Detroit.
BYRNELL, JOHN
Production—WXYZ, Detroit. Director. The Girl Friends Trio MN.

— C —

CAIN, NOBLE
Production — NBC. Choral Coach and Conductor. Carnation Contented Hour, Quaker Oats Program, RCA Magic Key Program, Temple of Song, NBC Minstrels, Commonwealth Edison Program.
CALLAWAY, BERNICE
Production — WKBH, La Crosse, Wis. Program Director.
CALLOWAY, JOE H.
Production — WSIX, Nashville. Artists Bureau Head.
CALLISON, G. T.
Production — WJTN, Jamestown, N. Y. Musical Director.
CALVERT, LESLIE
Production — CJCJ, Calgary, Al. Musical Director.
CAMPBELL, EDWARD
Production—WMBO, Auburn, N. Y. Musical Director.
CANDELORI, ANTHONY
Production—WFIL. Philadelphia. Musical Director.
CARNEY, KENNETH
Production — KGO and KPO, San Francisco. Artists Bureau Head.
CASE, GEORGE
Production—WIS, Columbia, S. C.
CASEY, ARTHUR
Production—KMOX, St. Louis. Production Manager.
CASHMAN, ED
Production — Swing Session CBS.
CASTLE, BOB
Production — KRMD, Shreveport, La. Musical Director.
CAVANOR, HAYLE C.
Production — WCCO, Minneapolis-St. Paul. Production Manager.
CHAMBERLAIN, HOWARD R.
Production — KLZ, Denver. Production Manager.
CHANCE, ALFRED A.
Production — WXYZ, Detroit. Assistant Production Manager.
CHANDLER, SYLVIA
Production — KOOS, Marshfield, Ore. Musical Director.
CHAPEL, JOHN
Production—WOW, Omaha.
CHAPMAN, ROY T.
Production—KTSM, El Paso.
CHATTON, SYD
Production—Director. Stars on Parade, KPO-NBC.
CHERNIAVSKY, JOSEF
Production — WLW. Musical Director. Musical Camera NBC.
CHEVIGNY, HECTOR
Production—Director. Hollywood Hotel CBS, Lady of Millions.
CHRISTENSEN, CHRIS
Production — KQV, Pittsburgh.
CHRISTOPHER, HOMER
Production — WAIM, Anderson, S. C. Musical Director.
CIVILLE, LEROY
Production—KIDO, Boise.
CLARE, VAL
Production—CKLW, Windsor.
CLARK, ALLAN
Production—WKY, Oklahoma City. Production Manager and Musical Director.
CLARK, CLIFF
Production — Producer-Director. Gilmore Circus NBC.
CLARK, ETHEL G.
Production — KLO, Ogden, Utah. Program Manager.
CLARK, JAMES B.
Production—KFPY, Spokane. Musical Director.
CLARK, JOHN
Production—WFIL, Philadelphia. Program Director.
CLELAND, EDWARD
Production — WINS, New York. Continuity Director.
CLEM, RUTH
Production — KRLD, Dallas. Musical Director.
CLIVE, CALDWELL
Production—WBT, Charlotte, N. C.
COGGESHALL, A. O.
Production — WGY, Schenectady.
COHEN, ARTHUR
Production — WILL, Urbana, Ill. Musical Director.
COHEN, LEO
Production — WHN, New York. Artists Bureau Head.
COLBURN, KAYE
Production — CJLS, Yarmouth, N. S. Artists Bureau Head.
COLE, ALZONO DEAN
Production — MBS Producer. The Witch's Tale.
COLLINS, ALLAN FREDERICK
Production — WOWO - WGL, Fort Wayne. Sound Effects. Polly Pretends, Hollyhock Lane, Curtain Time, Zero Hour, Roadway Alibis.
COLLINS, MARGARET R.
Production—WIBG, Glenside, Pa. Musical Director.
COLLINS, TED
Production — Producer. The Bandwagon CBS, The Kate Smith Hour CBS.
COLVIG, PINTO
Production — Sound Technician. Jack Benny Program NBC.
CONNORS, VANN
Production—KQW, San Jose, Calif. Production Manager.
CONRAD, R. W.
Production — WRJN, Racine, Wis. Musical Director and Artists Bureau Head.
CONTE, JOHN
Production — Mobile Magazine CBS, Presenting David Broekman MBS, Singtime MBS, Silver Theater CBS, Burns and Allen Program NBC.
CORNELL, RUDY
Production — KMTR, Hollywood. Production Manager.
CORNISH, VAUGHN
Production — WDOD, Chattanooga.

CORRIGAN, JOHN J.
Production — WCBS, Springfield, Ill.

CORRIS, AL
Production — WRDW, Augusta, Ga. Musical Director.

COSBY, L. R.
Production — WPTF, Raleigh. Production Manager and Continuity Writer.

COTT, TED
Production — WNYC, New York.

COUCH, STERLING V.
Production — WDRC, Hartford, Conn. Musical Director.

COX, JAMES E.
Production — KFAB-KFOR, Lincoln. Nerves of Steel, The Goodfellows Present, Bob Daring's Adventures in the Army, Fourth Army Maneuvers, This Thing Success.

COY, JAMES
Production — KMBC, Kansas City, Mo.

CRAIG, H. W.
Production — WSAR, Fall River, Mass. Artists Bureau Head and Musical Director.

CRANDALL, IRVEN
Production—WORL, Boston.

CRANE, VIRGINIA
Production — WEBQ, Harrisburg, Ill. Musical Director.

CRAWFORD, VERNON
Production — WFIL, Philadelphia.

CRENNAN, FRANK
Production—WAAB, Boston.

CRITES, DALBEY
Production—WFAA, Dallas.

CROFT, J. M.
Production — WBTM, Danville, Va.

CRONENBOLD, ARNOLD LEON
Production — KMBC, Kansas City, Mo. Sound Technician.

CRONIN, FRANCIS J.
Production — WNAC, Boston. Musical Director.

CROWE, (REV.) CHARLES M.
Production—KWKH, Shreveport. Conductor. Neighbors Incorporated.

CRUTCHFIELD, C. H.
Production — WBT, Charlotte, N. C. Program Director.

— D —

DALLIN, VERNON
Production — CFQC, Saskatoon.

DALY, ARTHUR JOHN
Production — Director. Pontiac Varsity Show NBC.

DALY, RANNY
Production — KSO, Des Moines. Artists Bureau Head.

DANIEL, CLAY B.
Production—WPTF, Raleigh. Continuity Writer.

DANIEL, R. CLIFTON
Production — WCAE, Pittsburgh. Program Director.

DANSFORTH, MRS. ROY
Production — WTAW, College Station, Texas. Musical Director.

D'AOUST, P.
Production—CKCK, Regina.

DARRAH, D. ELMO
Production—KAWM, Gallup, N. M. Musical Director.

DA SYLVA, M.
Production — CHLP, Montreal. Musical Director.

DAVENPORT, JAMES
Production — WRDW, Augusta, Ga. Artists Bureau Head.

DAVIDSON, WILLIAM
Production — KFRC, San Francisco.

DAVIES, BILL
Production—WLBC, Muncie.

DAVIS, GEORGE STUART
Production — WIBX, Utica. Director. Shrine Chanters.

DAVIS, HAROLD
Production — WDAS, Philadelphia. Artists Bureau Head.

DAVIS, RUSS
Production — KCKN, Kansas City, Kan. Production Manager.

DAVID, RUSSELL
Production—KSD, St. Louis. Musical Director.

DAVIS, RUTH
Production — WNAD, Norman, Okla. Musical Director.

DAWSON, D.
Production—CKCK, Regina.

DAWSON, JACK
Production — CJCA, Edmonton, Al.

DAWSON, STUART V.
Production — Manhattan Mother CBS, Betty Crocker Dramas CBS, The Romance of Helen Trent CBS, Backstage Wife NBC.

DAY, JIM
Production — WDZ, Tuscola, Ill. Artists Bureau Head.

DEAN, W. L.
Production — KABR, Aberdeen, S. D. Musical Director.

CARLTON KELSEY

MUSICAL DIRECTOR

KHJ—LOS ANGELES

Don Lee — Mutual Broadcasting System

♦

Sears-Roebuck "Then and Now"—1936

Wrigley's "Poetic Melodies"—1936-1937

CBS Western Musical Director—1937

♦

Direction—Music Corporation of America

THE 1939

RADIO

ANNUAL

IS NOW IN

PREPARATION

DEE, DANNY
Production — Glidden Paint Program, Durkee's Famous Foods Program, Leisy's Beer Program WTAM.

DEENORR, DELLA
Production — WCLO, Janesville, Wis. Musical Director.

DE GROOT, DON
Production — WFDF, Flint, Mich.

DEL CASTILLO, L. G.
Production — WEEI, Boston. Musical Director.

DELFINO, RALPH
Production — WDEV, Waterbury, Vt. Musical Director.

DELFINO, ROMEO
Production — WATR, Waterbury, Conn. Musical Director.

DELSON, L.
Production — WVFW, Brooklyn. Musical Director.

DEMOSS, LYLE
Production — KFAB, Lincoln, Nebr. Program Director and Artists Bureau Head.

DENT, KENNETH
Production—WSPA, Spartanburg, S. C.

DENTON, ROBERT
Production—WBEN, Buffalo.

DEREMER, LIONEL H.
Production — WBCM, Bay City, Mich. Musical Director.

DESMOND, R.
Production — C F J C, Kamloops, B. C. Musical Director.

DEVORE, TOM
Production — WBNS, Columbus.

DIEHL, ROBERT
Production — WHP, Harrisburg, Pa. Musical Director.

DIESPECKER, R. A.
Production — CJOR, Vancouver.

DIXON, BERT
Production — WNYC, New York.

DIXON, JOHN
Production — WCLO, Janesville, Wis. Artists Bureau Head.

DIXON, MASON
Production — WFBC, Greenville, S. C.

DJERKISS, EDWARD SHIELDS
Production — WXYZ, Detroit. Sound Technician. Ann Worth MN, Lone Ranger MBS-MN, Green Hornet MN, Happiness House.

DOLBIER, MAURICE
Production—WABI, Bangor.

DONLEY, BOB
Production—WKY, Oklahoma City.

DORR, ROY
Production — KUJ, Walla Walla. Musical Director.

DORSEY, HOWARD
Production — WMBD, Peoria, Ill.

DOUGALL, TOM
Production — WXYZ, Detroit. Director, The Story of Ann Worth MN.

DOUGLAS, KEN
Production — WBAP, Fort Worth.

DOWLING, BERT
Production — WLEU, Erie. Musical Director.

DOWNS, GEORGE
Production—KONO, San Antonio.

DRAIN, ROBERT
Production — WFAM and WSBT, South Bend, Ind. Musical Director.

DRAKE, MELVIN E.
Production — KGGF, Coffeyville, Kansas.

DRAKE, ROBERT
Production — WHAS, Louisville. Artists Bureau Head, Producer. The Jackson Family.

DREIDBACH, AUSTIN R.
Production — WCBA and WSAN, Allentown, Pa.

DRESSLER, P.
Production—WCHS, Charleston, W. Va. Artists Bureau Head.

DREYFUS, W.
Production — WISN, Milwaukee.

DUCRAY, VILLETTE
Production — WCLO, Janesville, Wis.

DUFFY, ROY
Production — KFJZ, Fort Worth. Musical Director.

DUNKELBERGER, THOMAS
Production — WHIO, Dayton. Musical Director.

DUNN, WILLIE
Production — WIBM, Jackson, Mich.

DUNNING, HARLAN
Production — KGMB, Honolulu.

DUPLISSI, V.
Production — WABI, Bangor. Artists Bureau Head and Musical Director.

DUPONT, A.
Production — CKCH, Hull, Quebec. Artists Bureau Head.

— E —

EATON, JOE
Production — WHAS, Louisville. Program Manager.

EDMINSTON, C. J.
Production — WCOA, Pensacola, Fla. Musical Director.

EDWARDS, BUD
Production—KECA and KFI, Los Angeles.

EDWARDS, EDDIE
Production — KMBC, Kansas City, Mo. Sound Technician. Happy Hollow CBS, The Magazine of the Air, Adventures of Clyde Beatty, Across the Breakfast Table, Joanne Taylor Fashion Flashes, The Travels of Mary Ward.

EDWARDS, FRED
Production — KMBC, Kansas City, Mo.

EGIZI, E.
Production — KDKA, Pittsburgh. Musical Director.

EGNOR, NATE
Production—WJBL, Decatur, Ill. Artists Bureau Head.

EHLUS, HENRY
Production — KVOS, Bellingham, Wash. Musical Director.

EHRMAN, ROBERT
Production — WRTD, Richmond. Continuity Director.

ELASSEN, JACK
Production — KDON, Monterey.

ELLIOTT, MARIE
Production—WMBR, Jacksonville, Fla. Musical Director.

ELLIOTT, MILDRED
Production — WBNO, New Orleans. Musical Director.

ELLIOTT, W.
Production — KSAL, Salina, Kans.

ELLIOTT, WILLIAM
Production — WHEB, Portsmouth, N. H. Artists Bureau Head.

ELLIS, WILLIAM C.
Production — WFAA, Dallas. Production Manager.

ELLSWORTH, SHERRILL
Production — KIDW, Lamar, Colorado.

ELMAN, DAVE
Production — Producer, Director. Hobby Lobby MBS-CBS.

EMERSON, JOHN
Production — CKWX, Vancouver.

EMERSON, RALPH WALDO
Production — KOY, Phoenix. Musical Director.

ENGLE, HOLLAND
Production—WCFL, Chicago. Program Director.

ERNST, HUGH JR.
Production — KMTR, Hollywood.

ERVIN, EDWARD
Production — WBNX, New York.

ESSER, WRIGHT
Production—KWK, St. Louis.

ESTES, R. C.
Production — WCSC, Charleston, W. Va.

EVANS, RICHARD
Production — WBAX, Wilkes-Barre, Pa.

EVANS, V. G.
Production — KALB, Alexandria, La. Musical Director.

EVANS, WILLIAM
Production — WTAL, Tallahassee.

— F —

FACENDA, JOHN
Production — WIP, Philadelphia.

FAHNESTOCK, PAUL
Production — WDWS, Champaign, Ill. Artists Bureau Head.

FAIN, SAMMY
Composer—NBC, CBS.

FAIR, HAROLD
Production — W H O, Des Moines. Program Director.

FALKNER, CHARLOTTE
Production—WGRC, New Albany, Ind.

FARLEY, WILLIAM
Production — WELI, New Haven.

FASAND, A.
Production — WHOM, Jersey City. Musical Director.

FAULKNER, DICK
Production — WSOC, Charlotte, N. C.

FAUST, ART
Production—KOIL, Omaha.

FAUST, JAMES
Production—KTSM, El Paso. Musical Director.

FAWCETT, GILBERT
Production — KDAL, Duluth, Minn. Program Director.

FEIDLER, B.
Production — WFAB, New York.

FEIMER, EDWARD
Production — WWRL, Woodside, L. I. Musical Director.

FELD, BEN
Production—KMOX, St. Louis. Musical Director.

FERGUSON, REGINALD
Production — WHBQ, Memphis.

FEYHL, HORACE WILLIAM
Production—WCAU, Philadelphia. Horn & Hardart Children's Hour, The Old Inn Keeper, Malto-O-Meal Cereal Program.

FIELD, FRANK
Production — KFNF, Shenandoah, Iowa.

FIELDS, MABEL
Production — WCKY, Cincinnati. Musical Director.

FILLING, GEORGE L.
Production — WCAO, Baltimore.

FINCH, J. E.
Production — KVOD, Denver, Musical Director.

FINESHRIBER, WILLIAM H. JR.
Production—CBS. Essays in Music, Mozart Cycle, N. Y. Philharmonic - Symphony Lewisohn Stadium Concerts, Our American Neighbors, Bases of Piano Literature, Library of Congress Series, Howard Barlow's Pop. Concerts, Evenings with Papa Haydn, Chesterfield Summer Show, Sonata Series, Unusual Music Series, Musical Americana. CBS Guest Conductor Series. The Story of Song, Columbia Concert Hall, Margaret Daum and the Columbia Concert Orchestra.

FINLEY, STUART
Production — WALR, Zanesville, O. Musical Director.

FINNEY, HENRY P.
Production — WXYZ, Detroit. Arranger, Director. Evening Melodies, Sweet and Hot, Henry Finney and Orchestra.

FITZGERALD, FRANCIS
Production — WCSC, Charleston, W. Va. Musical Director.

FITZGERALD, JOHN
Production — WHDL, Olean, N. Y. Musical Director.

FLATH, P. HANS
Production — KMBC, Kansas City, Mo. Musical Director.

FLETCHER, RUTHE A.
Production — KESI, Pocatello, Idaho. Musical Director.

FLORA, JOHN GORDON
Production — WNEW, New York. Milkmen's Matinee, WNEW Dance Parade, Morning Meditations, Awake and Swing, Uncle Pete and Louise.

FLOWER, LINDA
Production — KXRO, Aberdeen, Wash. Musical Director.

FLOWERDAY, FRED
Production — WXYZ, Detroit. Lone Ranger MBS-MN, Green Hornet MN, Ann Worth MN, Children's Theater of the Air.

FLYNN, ROY
Production — WATR, Waterbury, Conn.

FONDREN, ELMER
Production — KGGM, Albuquerque. Production Manager and Program Director.

FORD, BETTY
Production — KOCA, Kilgore, Tex. Musical Director and Artists Bureau Head.

FORD, GENE
Production—WHN, New York.

FORTIER, FLOYD
Production — WCMI, Ashland, Ky.

FOSS, MRS. C. R.
Production — KTW, Seattle. Musical Director.

FOSSUM, JOHAN
Production — WKBH, La Crosse, Wis. Musical Director.

FOSTER, CLAIR
Production — KGGF, Coffeyville, Kansas. Artists Bureau Head and Musical Director.

FOSTER, ORVILLE
Production — KSO, Des Moines. Musical Director.

FOWLER, FRED
Production—WQAM, Miami.

FOWLKES, ROSSER JR.
Production — WBTM, Danville, Va.

FOX, CECIL
Production — CHWK, Chilliwack, B. C.

FOX, GIBSON SCOTT
Production — WXYZ, Detroit. Lone Ranger MBS-MN, Green Hornet MRN, Ann Worth MN, Children's Theater of the Air MN, Junior Matinee MN, Automobile Club Program MRN.

FRAILEY, PAUL M.
Production — WCAU, Philadelphia. Producer. Somebody's Son, Dramas of Science.

FRAKER, WILLARD
Production — WBAX, Wilkes-Barre, Pa.

FRAMER, WALT
Production — The Blessed Eventer WWSW, Hollywood Show Shopper KDKA-WWSW, Footlights and Stardust WWSW, Curbstone WWSW, Radio Swaps WWSW, Pittsburgh Backstage WCHE, Cupid Interviews WJAS, Community Swingfest WWSW, Enright Theater Kiddie Show WWSW.

FRANK, H. J.
Production — CFLC, Ogdensburg, N. Y. Artists Bureau Head.

FRANK, WALTER
Production — WCBA and WSAN, Allentown, Pa.

FRANZOSA, JOSEPH
Production — WPEN, Philadelphia. Musical Director.

FREDERICK, DAVID
Production — KFRU, Columbia, Mo. Musical Director.

FREDRICKS, PAT
Production — WDWS, Champaign, Ill.

FREEBAIRN, THOMAS
Production — KNX, Los Angeles.

FREEMAN, R. A.
Production—WEEI, Boston.

FRENCH, BOB
Production — WHKC, Columbus. Production Manager and Program Director.

FRITSCH, EDWARD
Production — KTRH, Houston. Musical Director.

FRITZ, CARL
Production — WFLA, Clearwater, Fla.

FRY, EVAN
Production — KCKN, Kansas City, Kan. Continuity Editor.

FRY, R. L.
Production — CHNS, Halifax. Musical Director.

FUHRMAN, CLARENCE
Production — WIP, Philadelphia. Musical Director.

FULLER, ARBOR
Production — KVOR, Colorado Springs. Musical Director.

— G —

GADE, W. A.
Production—KJBS, San Francisco. Musical Director.

GAINES, RUBEN
Production — KVI, Tacoma, Wash.

GALLAGHER, MIKE
Production — KTAT, Fort Worth.

GALLIART, M. K.
Production—WKBB, Dubuque, Iowa. Musical Director.

GAMMILL, NOREEN
Production—KEHE, Los Angeles. The Greater Love, Rich Man's Wife, Men Must Live.

GANZ, WILLIE
Production—KWBG, Hutchinson, Kans. Musical Director.

GARERI, IRMA
Production—WGES, Chicago. Musical Director.

GARRETSON, MARJORIE
Production—WMIN, St. Paul. Musical Director.

GARSTANG, TREMAIN
Production — CKWX, Vancouver.

GATES, PETE
Production—KRLH, Midland, Tex. Musical Director.

GAYLORD, STEVE
Production—KHQ, Spokane.

GEARHART, LYNN
Production — WIS, Columbia, S. C.

GEISS, ETHEL
Production—WTRC, Elkhart, Ind. Musical Director.

GEIST, FAYLON
Production — KMA, Shenandoah, Iowa. Musical Director.

GEORGE, CARL
Production — WGAR, Cleveland. Production Manager.

GEORGE, ROY S.
Production — KTAT, Fort Worth. Artists Bureau Head.

GEYER, WILLIAM
Production — WFDF, Flint, Mich. Musical Director.

GILL, ROBERT
Production — WCAU, Philadelphia.

GILMORE, ARTHUR
Production — KNX, Los Angeles.

GIRARD, PAUL
Production—KTSA, San Antonio. Program Director.

GLUCKSMAN, ERWIN
Production—WBEN, Buffalo. Musical Director.

GLUNS, R. H. JR.
Production—CBW, Windsor.

GLUSKIN, LUDWIG
Production — CBS - Pacific Coast. Musical Director.

GODT, PAUL
Production—WTMV, East St. Louis, Ill. Musical Director and Artists Bureau Head.

GOEBELL, ALBERT
Production — WTJS, Jackson, Tenn.

GOFF, WILLBY
Production — WGH, Newport News, Va. Musical Director.

GOGAN, K.
Production—CKCK, Regina.
GOHRING, RUSSELL
Production — WSPD, Toledo. Musical Director, Artists Bureau Head and Program Director.
GOLD, BILL
Production — WCPO, Cincinnati. Chief News Editor.
GOLDBERG, RUBIN
Production — WVFW, Brooklyn.
GOLDEN, ROBERT
Production—WCAU, Philadelphia. Musical Director.
GOLDMAN, PAUL
Production — WJBO, Baton Rouge.
GOLLUBOFF, SIDNEY
Production — WELI, New Haven.
GOODWIN, HAL
Production — WNBC, New Britain.
GORDON, JOHN
Production—CKLW, Windsor.
GORDONI, LILLIAN
Production — Director. Big City Parade WLS, Gordoni Radio Party WSBC, Book Shelf Spotlite WGN.
GORSEGNER, EDWIN
Production—WCBD, Chicago.
GOSCH, MARTIN A.
Production — CBS. Producer and Director.
GOTTLIEB, JOSEPH
Production—WCAU, Philadelphia. State of Pennsylvania Safety Campaign Programs, State of Pennsylvania Scenic Show CBS, Sacred Flame, Inquirer Hero Award, Get Going, WCAU Women's Club Fashion Show.
GOULDING, GEORGE
Production — KIUL, Garden City, Kans. Musical Director.
GOULDING, PHIL
Production — WLLH, Lowell, Mass.
GOW, GEORGE
Production—WPAR, Parkersburg, W. Va. Program and Production Manager.
GRAHAM, A. W.
Production — WJW, Akron. Artists Bureau Head and Musical Director.
GRAHAM, GORDON
Production—CBS. Assistant Director.
GRAMLEY, LILLIAN
Production — WRAK, Williamsport, Pa. Musical Director.
GRANT, H. J.
Production — WALA, Mobile, Alabama. Artists Bureau Head, Musical Director.
GRAY, NELLIE
Production — CKOC, Hamilton, Ont. Artists Bureau Head.
GREEN, CHARLES
Production—WIOD, Miami.
GREEN, "HAPPY"
Production — KMOX, St. Louis.
GREEN, H.
Production—CJRC, Winnipeg. Musical Director.
GREEN, H.
Production — CJGX, Yorkton, Sask. Musical Director.
GREENLEE, FRED
Production — KMA, Shenandoah, Iowa.
GREENWALD, W. B.
Production — KWBG, Hutchinson, Kan.
GREENWOOD, WARREN
Production — WMAS, Springfield, Mass.
GREY, ALLAN (LANNY)
Production — Arranger. Allan Courtney's Joymakers WNEW, Lucille and Lanny NBC, Town Hall Tonight Guest NBC.
GRIFFIN, BOB
Production — WHO, Des Moines.
GRIFFIN, WAYNE
Production — KHJ, Los Angeles.
GRIFFITH, MARGARET
Production — WIBX, Utica. Leader and Accompanist. Etude Sextette.
GRISWOLD, WALTER PRICE
Production — WIBX, Utica. Assistant Program Director.
GRIZZARD, TED
Production — WLAP, Lexington, Ky.
GROMBACH, JEAN V.
Production — Producer, Director.
GROSE, JOHN PAUL
Production — WBLK, Clarksburg, W. Va. Musical Director.
GROSS, H. R.
Production — WHO, Des Moines. News Editor.
GROSS, SYLVESTER
Production — KEHE, Los Angeles.
GROSSMAN, IRVING
Production — WHO Des Moines. Artists Bureau Head.
GRUBBS, LUCILLE
Production — KOTN, Pine Bluff, Arkansas. Musical Director.
GUBBINS, L.
Production — WAAT, Jersey City.
GUNZELMAN, MARIE
Production — KFBI, Abilene, Kan. Musical Director.
GUTRIDGE, MARYNELLE
Production — WRNL, Richmond. Musical Director.

— H —

HAAS, G.
Production — WAAT, Jersey City. Artists Bureau Head.
HAASE, WALTER
Production — WDRC, Hartford, Conn.
HAFTER, ROBERT M.
Production — CBS. Production Manager WBBM.
HAGE, MAXWELL
Production—KFEL, Denver.
HAGEMAN, H. L.
Production — WADC, Akron. Artists Bureau Head.
HAGER, KOLIN
Production — WGY, Schenectady. Artists Bureau Head.
HAHEY, WILLIAM JR.
Production — KFRU, Columbia, Mo. Artists Bureau Head.
HAIGHT, A. H.
Production — WELL, Battle Creek.
HAINES, S. B. "WHITEY"
Production — CKCW, Moncton, N. B. Musical Director and Artists Bureau Head.
HALL, ARCHIE
Production—KVOD, Denver.
HALL, A. E.
Production — KFPW, Fort Smith, Ark. Artists Bureau Head.
HALL, EDITH
Production — WAIM, Anderson, S. C. Artists Bureau Head.
HALL, HARRIET
Production — WQDM, St. Albans, Vt. Artists Bureau Head.
HALL, LEON
Production — KPPC, Pasadena, Calif.
HALL, RADCLIFFE
Production — WGY, Schenectady.
HALLIDAY, GENE
Production — KSL, Salt Lake City. Musical Director.
HALPERN, D. H.
Production — WBRY, Waterbury, Conn. Musical Director and Artist Bureau Head.
HAMILTON, EDWIN R.
Production — KFNF, Shenandoah, Iowa. Musical Director.
HAMILTON, GUY
Production — WRUF, Gainesville. Choral Conductor-Soloist-Music Commentator.
HAMMER, SAM
Production — How About It WOR, Your Invention WMCA.
HANAUER, BERT
Production — WFBR, Baltimore. Production Manager.
HANCOCK, ORRIE
Production — CBS. Director. Hammerstein Music Hall, Heinz Magazine of the Air, Morning Almanac, Lucky Strike News Parade, Petticoat on the Air, Dear Columbia, As You Like It, Battle of Wits.
HANEY, L. A.
Production — WKBZ, Muskegon, Mich.
HANSEN, CHARLES
Production — WNOX, Knoxville. Artists Bureau Head.
HANSEN, CLIFFE
Production — KRKO, Everett, Wash.
HANSEN, HOWARD
Production — WCLO, Janesville, Wis.
HANSON, EARLE BARR
Production — WIOD, Miami. Musical Director.
HARDY, RALPH
Production—KSL, Salt Lake City.
HARGIS, TOM
Production—WLS, Chicago.
HARRINGTON, JACK
Production — KFDM, Beaumont, Tex.
HARRIS, BOB H.
Production — WARD, Brooklyn. Program Director.
HARRISON, JOHN
Production—KTUL, Tulsa.
HARVEY, JAMES
Production — KYW, Philadelphia.
HATCH, WILBUR
Production — KNX, Los Angeles. Musical Director.
HAUSER, ERNST
Production — KTSA, San Antonio. Musical Director.
HAWLEY, HAROLD S.
Production — KRE, Berkeley, Calif. Musical Director.

HAWLEY, LOWELL
Production — KVOS, Bellingham, Wash.

HAWTHORNE, BEN
Production — G. Fox & Co. Program WTIC.

HAY, GEORGE
Production — WSM, Nashville, Artists Bureau Head.

HAYES, MAURICE F.
Production — WSUN, St. Petersburg, Fla.

HAYMEN, MARTIN
Production — WELI, New Haven.

HAYWOOD, MARY LOU
Production—WPTF, Raleigh. Program Director, Program Traffic Supervisor.

HEARD, GENE
Production—KRLD, Dallas.

HEATH, HY
Production — KWKH, Shreveport. Producer. Odd Quirks in the News.

HECKLE, MARGARET
Production — Producer. Across the Breakfast Table KMBC-WBBM.

HEDLUND, GUY
Production — WTIC, Hartford. Drama Director. The Guy Hedlund Co. Program, The Spotlight.

HEERMANS, SARAH
Production — WPAR, Parkersburg, W. Va. Musical Director.

HEFFERNAN, GEORGE
Production — WBTM, Danville, Va. Musical Director.

HEFFERNAN, W. P.
Production — WBTM, Danville, Va. Artists Bureau Head.

HEFNER, JOHN
Production — WBAA, West Lafayette, Ind.

HEID, GEORGE
Production — Haller Baking Co. Program WJAS, Westinghouse Dealers Program KDKA, S. H. De Roy Jewelry Co. Program WJAC.

HEISCH, GLAN
Production — KECA and KFI, Los Angeles.

HENDERSON, BROOKS
Production—KSTP, St. Paul, Minneapolis. Inland Coal Co. Programs.

HENKIN, MORTON
Production — KSOO and KELO—Sioux Falls. Musical Director.

HENSON, MARY
Production — WDBJ, Roanoke. Artists Bureau Head and Musical Director.

HERBERT, WILLIAM
Production — WBAX, Wilkes-Barre, Pa. Musical Director.

HERZOG, L. W.
Production — WTMJ, Milwaukee. Artists Bureau Head.

HEVERLY, JOHN
Production — KRSC, Seattle.

HEWETSON, HERBERT
Production — CFCF, Montreal.

HEYSER, FRAN
Production — KMBC, Kansas City, Mo. Production Director.

HICKERSON, CLAYTON
Production — KAND, Corsicana, Texas.

HICKERSON, MARGARET
Production — WRTD, Richmond. Program Director.

HICKMAN, CARL C.
Production — KVOA, Tucson, Musical Director.

HICKMAN, HENRY
Production — WFBR, Baltimore. Assistant Production Manager.

HICKS, CHARLES
Production — WSOC, Charlotte, N. C.

HICKS, MORRIS
Production — WIRE, Indianapolis. Artists Bureau Head.

HIENZMAN, BESS
Production — WCBD, Chicago. Musical Director.

HIESTAND, BOB
Production — KECA and KFI, Los Angeles.

HIGGINS, KENNETH
Production — KEHE, Los Angeles.

HIGHT, JEAN WARREN
Production — CBS. Assistant Director. Major Bowes Amateur Hour, Chesterfield Program, Stewart Warner Program, Philip Morris Program, Chevrolet Program.

HILDEBRAND, KENNETH
Production — KQV, Pittsburgh.

HILL, CLAUDE
Production — KWKH, Shreveport. Leader of Union Spiritual Quartet.

HILL, E. D.
Production—WAIR, Winston-Salem, N. C.

HILL, JOE
Production — WATL, Atlanta.

HILLIER, S.
Production — CJRM, Regina. Musical Director.

HILLS, TED
Production — KTRH, Houston.

HOAG, HELEN
Production — WALR, Zanesville, Ohio.

HODGES, ALBERTA
Production — WDSU, New Orleans.

HOHENGARTEN, CARL
Production — WBBM, Chicago. Musical Director.

HOHENSTEIN, HERMAN H.
Production — KFUO, St. Louis. Musical Director.

HOISINGTON, DUANE
Production — KHBG, Okmulgee, Okla. Program Director.

HOLLINGER, F.
Production — CJKL, Kirkland Lake, Ont.

HOLLY, DE B.
Production—CHSJ, St. John, N. B. Artists Bureau Head.

HOLT, ROBERT
Production — KTUL, Tulsa. Artists Bureau Head.

HORN, BOB
Production — WALR, Zanesville, Ohio. Artists Bureau Head.

HOSIER, SHIRLEY
Production — WTAR, Norfolk. Musical Director.

HOUSTON, E.
Production — CJRC, Winnipeg.

HOVEY, DON
Production — WHO, Des Moines. Musical Director. Coffee Pot Inn, Pappy's Matinee, Sunset Corners Frolic, Gingham Girl Flour Program, Tony Cabooch, F. & F. Cough Lozenge Program.

HOWLETT, ERIC
Production — WJR, Detroit.

HOXIE, DWIGHT
Production — KSLM, Salem, Ore. Musical Director.

HOYT, GLENN
Production — WBLY, Lima, Ohio.

HUDDLESTON, HAYDEN
Production — WDBJ, Roanoke.

HUEBNER, ETHEL
Production — WSAU, Wausau, Wis. Musical Director.

HUESBY, LARRY
Production — KMO, Tacoma. Musical Director.

HUFFMAN, DOROTHY McCUNE
Production — KVOO, Tulsa. Continuity Chief.

HUGHES, HAROLD
Production — KOIL, Omaha.

HUGHES, JAMES
Production — WJAS, Pittsburgh. Program and Musical Director.

HUHN, BETTY
Production — WBRB, Red Bank, N. J. Musical Director.

HUHN, TEVIS
Production — Contact Man, Director. Major Bowes Amateur Hour CBS, Major Bowes Capitol Family CBS.

HUMMERT, ANNE
Production — Mrs. Wiggs of the Cabbage Patch NBC, John's Other Wife NBC, Just Plain Bill and Nancy NBC, David Harum NBC, Our Gal Sunday CBS, Lorenzo Jones NBC, Young Widder Jones MBS, Mr. Keen Tracer of Lost Persons NBC, Alias Jimmy Valentine WHN, Stella Dallas WEAF-WJR, Second Husband CBS, Hammerstein Music Hall of the Air CBS.

HUMMERT, FRANK
Production — Mrs. Wiggs of the Cabbage Patch NBC, John's Other Wife NBC, Just Plain Bill and Nancy NBC, David Harum NBC, Our Gal Sunday CBS, Lorenzo Jones NBC, Young Widder Jones MBS, Mr. Keen Tracer of Lost Persons NBC, Alias Jimmy Valentine WHN, Stella Dallas WEAF-WJR, Manhattan Merry-Go-Round NBC, The American Album of Familiar Music NBC, Second Husband CBS, Waltz Time NBC.

HUNT, ROGER
Production — KOIN, Portland, Ore.

HUNT, ROY C.
Production — KALE, Portland, Ore.

HURLEY, M. L.
Production — KIDW, Lamar, Colo.

HURLEY, VIC
Production — KOMO, Seattle. Production Manager.

— I —

IMBROGULIO, JOSEPH
Production — WFBR, Baltimore. Artists Bureau Head and Musical Director.

INGLIS, S. CHARLES
Production — KLZ, Denver. Program Producer. Everybody Likes Credit, Hi-Lites of the Week.

IRVINE, DOROTHY
Production — KHQ, Spokane.

ISHAM, DON
Production — KOL, Seattle. Musical Director.

IZZARD, WESLEY S.
Production — KGNC, Amarillo, Texas. Production Manager.

— J —

JACKSON, CHARLES REGINALD
Production — CBS. Continuity Department.

JACKSON, FRANK
Production — KGFF, Shawnee, Okla.

JACKSON, H. W.
Production — WELL, Battle Creek. Artists Bureau Head.

JACKSON, RILEY
Production — WJBC, Bloomington, Ill. Musical Director.

JACOBS, ESTELLE
Production — Junior Revue WJBW.

JACOBS, PAUL MAURICE
Production — Junior Revue WJBW.

JACOBSON, IRVING B.
Production — WAAB, Boston. Musical Director.

JAMES, VOLNEY
Production — KMTR, Hollywood.

JANNEL, JEAN
Production—CKCV, Quebec.

JENKINS, RON
Production — WSOC, Charlotte, N. C.

JENNINGS, DUNCAN
Production—KTAR, Phoenix.

JENSEN, D. W.
Production — KGHL, Billings, Mont.

JENSEN, RUSSELL
Production — WJAG, Norfolk, Nebr. Musical Director.

JESKE, FRED
Production — WSYR, Syracuse. Artists Bureau Head.

JESSEE, RANDALL
Production — KWOS, Jefferson City, Mo.

JEWELL, JAMES EARL
Production — WXYZ, Detroit. Dramatic Director. Lone Ranger MBS-MN, Green Hornet MN, Ann Worth MN, Children's Theater of the Air MN, Kiddies Karnival, Junior Matinee MN.

JYSTAD, ADOLPH
Production — KGCX, Wolf Point, Mont. Musical Director.

JOHNSON, DAVID
Production — WCAL, Northfield, Minn.

JOHNSON, DICK
Production — WDZ, Tuscola, Ill. Musical Director.

JOHNSON, FRANK
Production — WBNX, New York.

JOHNSTON, HERBERT
Production — KSLM, Salem, Ore. Musical Director.

JOHNSTON, W. R.
Production — WAPO, Chattanooga. Musical Director.

JONES, ARCHDALE J.
Production — Hollywood Extras On The Air NBC.

JONES, ARTHUR T.
Production — WEW, St. Louis. Program Director.

JONES, I.
Production — CKPR, Fort William. Artists Bureau Head.

JONES, MENDEL
Production — WCLE and WHK, Cleveland. Program Director.

JONES, PAUL
Production — WFLA, Clearwater, Fla. Musical Director.

JORDAN, CHARLES B.
Production — WRR, Dallas. Artists Bureau Head and Production Manager.

JORDAN, CORINNE
Production — KSTP St. Paul. Daily Messenger, Afternoon Edition, Auntie Corinne's Little Corner Cupboard.

JOSELYN, HENRY
Production — KIUN, Pecos, Texas.

JOY, JACK
Production — KHJ, Los Angeles. Program Director.

JOY, RICHARD (DICK) W.
Production — CBS. Kathryn Cravens' News Through a Woman's Eye, Good Afternoon Neighbors, Thomas Conrad Sawyer Series, Goodyear Sun-up News.

JOYNER, FRED
Production — WHKC, Columbus.

JUDIS, BERNICE
Production — WNEW, New York. Station Manager. Artists Bureau Head.

— K —

KALER, RANDALL
Production — WFAS, White Plains, N. Y. Musical Director.

KALIL, LILLIAN
Production — WTAL, Tallahassee. Musical Director.

KANTER, BEN
Production — WJJD, Chicago. Musical Director.

KAPPEY, CECIL
Production — CFAC, Calgary, Al. Musical Director.

KARL, MAX
Production — WCCO, Minneapolis, St. Paul.

KATZMAN, LOUIS
Production — WINS, New York. Musical Director.

KAUFMAN, HARRY J.
Production — WDAF, Kansas City. Musical Director.

KAY, FRANCES
Production — KTAT, Fort Worth. Musical Director.

KEAN, FR. CLAUDE, OFM
Production — WHDL, Olean, N. Y. Production Director.

KEATON, CHARLES
Production — WAIR, Winston-Salem, N. C. Musical Director and Artists Bureau Head.

KEEHN, NEAL
Production — Producer. Across the Breakfast Table KMBC and WBBM.

KEESE, KEN
Production — WATL, Atlanta. Musical Director.

KEETBOOS, DIRK
Production — CKCH, Hull, Quebec. Musical Director.

KEEVER, MARGARET
Production — WPG, Atlantic City. Musical Director.

KEIRSEY, ALEX
Production — WAPO, Chattanooga.

KELLY, FLORENCE BETTY
Production — WEMP, Milwaukee. Musical Director.

KELLY, GORDON
Production — KGGC, San Francisco. Artists Bureau Head.

KELLY, JAMES R.
Production — CKCW, Moncton, N. B.

KELLY, JOHN
Production — WCFL, Chicago. Musical Director.

KELSEY, CARLETON
Production — KHJ, Los Angeles. Musical Director. Then and Now, Poetic Melodies.

KELSO, BILL
Production — KMTR, Hollywood.

KENDEL, JOHN C.
Production — KLZ, Denver. Conductor. Children's Hour.

KENEASTER, MARY VANCE
Production — KBST, Big Spring, Texas. Musical Director.

KENNEDY, KEN
Production — WDAY, Fargo, N. D. Artists Bureau Head.

KENNEDY, SYD
Production — CFCY, Charlottetown, P. E. I.

KENNETT, ROBERT
Production — KFWB, Hollywood.

KENT, BOB
Production — KFH, Wichita.

KENT, GENE
Production — WCOL, Columbus.

KENWORTHY, BARNEY
Production — KSLM, Salem, Ore.

KENYON, DOUGLASS MORROW
Production — WBAP, Fort Worth. Production Manager. Helen's Home, Cosden Higher Octanes, Melodic Moments, Black Night, Red Hawks.

KENYON, FAY
Production — WBIG, Greensboro, N. C. Musical Director.

KENYON, KEN
Production — KWBG, Hutchinson, Kans.

KERWOOD, ORIE
Production — WNAX, Yankton, S. D. Musical Director.

KIDDER, PATRICIA BURNS
Production — KLZ, Denver. Continuity Editor, Homemakers' Hour.

KIEFER, LILLIAN E.
Production — WMBQ, Brooklyn. Artists Bureau Head and Musical Director.

KILEY, JOHN
Production — WMEX, Boston. Musical Director.

KILPATRICK, REID F.
Production — KEHE, Los Angeles. Night Production Manager.

KIMBALL, TED
Production — KDYL, Salt Lake City.

KIMBERLEY, HELENE
Production — WROK, Rockford, Ill. Musical Director.

KIMBLE, W.
Production—WDBO, Orlando, Fla. Artists Bureau Head.

KING, ARTHUR
Production — WHBQ, Memphis. Musical Director.

KIRK, HARRIS ELLIOTT
Production — CBS. Assistant Director.

KIRKENDAL, PAUL
Production — KLCN, Blytheville, Ark.

KLEMM, GUSTAV
Production — WBAL, Baltimore. Program Director.

KLOSE, WOODY
Production — WTMV, East St. Louis, Ill. Program Director.

KNEASS, DON
Production — KFBK, Sacramento and KMJ, Fresno. Producer.

KNEASS, DON
Production—KGW and KEX, Portland, Ore.

KNELL, J. F.
Production — WEEI, Boston.

KNICK, WALTER
Production — WBNS, Columbus. Musical Director.

KNOPF, ELMER
Production — WFDF, Flint, Mich.

KNOX, JAMES H.
Production — WTOC, Savannah.

KOTTLER, MISCHA
Production — WWJ, Detroit. Musical Director.

KOZAK, JAMES
Production — WAAF, Chicago. Musical Director.

KRAMER, WORTH
Production — WGAR, Cleveland. Artists Bureau Head and Program Director.

KRAUSE, EVELYN
Production — KGY, Olympia, Wash. Musical Director.

KREBS, E.
Production — WISN, Milwaukee. Musical Director.

KREGG, PAUL
Production — WNEW, New York.

KRIEGHOFF, SYBIL
Production — WJBK, Detroit. Musical Director.

KROSS, RICHARD HARDING
Production — WGES-WSBC-WCBD, Chicago. Production Manager. How To Become an American Citizen, Your Radio Playhouse, School for Adults, Community Sing WLS, Voice of Carelessness WCFL.

KUCHLER, WALTER
Production — WAML, Laurel, Miss. Musical Director.

KURTZE, EARL
Production — WLS, Chicago. Artists Bureau Head.

KUYKENDALL, HARRY
Production — WBIG, Greensboro, N. C. News Editor.

KYTE, BENNY HUGHES
Production — WXYZ, Detroit, Musical Director. Hi-Speed MN, Auto Owners Insurance Co. Program MN, R. G. Dun Cigar Program MN, Farmcrest Program MN, Paramount Pictures Program MN, Bandbox MN-CBS, Annis Furs Program, Maccabees, Detroit Times Program.

KYLER, HESTER
Production — WCMI, Ashland, Ky. Musical Director.

— L —

LACY, JACK
Production — WNBC, New Britain.

LA HAYE, JUDSON
Production — WICC, Bridgeport.

LAMB, ELIZABETH
Production — WNBF, Binghamton, N. Y. Musical Director.

LAMBERT, MURRAY
Production — WRR, Dallas. Musical Director.

LAMBERTZ, KARL
Production — WFAA, Dallas. Musical Director.

LAMPELL, WALTER
Production — WCBD-WGES, Chicago. Director of German Programs.

LANCASTER, S.
Production — CFRN, Edmonton, Al.

LANG, FRED
Production — WNAC, Boston.

LANGHAM, ROY
Production—CBS Director.

LAPOINTE, THERESE
Production — CHRC, Quebec. Artists Bureau Head.

LAPORTE, PAUL
Production—CBS. Assistant Director.

LATEAU, HERBERT
Production — KARK, Little Rock, Ark. Musical Director.

LATHAM, W. H.
Production — WSPR, Springfield, Mass. Artist Bureau Head, Musical Director, Program Director.

LA TORRE, CHARLES
Production — Director - Producer. Ava Maria Hour WMCA.

LAUGHLIN, KEN
Production — KFQD, Anchorage. Musical Director.

LA VELLE, HELEN
Production — KFJM, Grand Forks, N. D. Program Director.

LAWRENCE, BILL
Production — KNX, Los Angeles.

LAWRENCE, DICK
Production — WBBM, Chicago.

LAWRENCE, JERRY
Production — Strathmore Serenade MBS, Let's Visit MBS, Serenade to American Women MBS, The Listener Speaks MBS.

LAWRENCE, MORTON (MORT)
Production — Sleepy Hollow and Happey Valley Programs WCAU - WOR, The Goldfish Bowl KYW.

LAYMAN, E. N.
Production — WCAM, Camden, N. J. Musical Director.

LEAKE, H. H.
Production — WNAD, Norman, Okla.

LEAMAN, HAROLD
Production — WICA, Ashtabula, O. Musical Director.

LEBARON, Y.
Production — WSMB, New Orleans. Musical Director.

LE COCQ, RHODA
Production — KHQ, Spokane.

LEDERER, JACK
Production — WCAO, Baltimore. Musical Director.

LEE, MISS CLYDE
Production — WGTM, Wilson, N. C. Musical Director.

LEE, H. W.
Production — WMFD, Wilmington, N. C. Musical Director.

LEE, JOHN
Production — WHAM, Rochester, N. Y.

LEE, KAY
Production — WDNC, Durham, N. C. Continuity Head.

LEE, PEGGY
Production — KATE, Alberta Lea, Minn. Musical Director.

LEIGH, LEONARD
Production—KSTP, St. Paul. Musical Director.

LELLKY, KARL
Production — WWL, New Orleans. Musical Director.

LEONARDI, LEON
Production — KFWB, Hollywood. Musical Director.

LESLIE, IRA
Production — WSGN, Birmingham. Production Manager.

LETOURNEAU, OMER
Production — CKCV, Quebec.

LEVY, ROBERT
Production — KCMO, Kansas City. Artists Bureau Head.

LEWERTH, MARGARET
Production — CBS. Producer. Morning Almanac, National Aviation Program, Women's Explorers Program, Fur Show Program, Fashion Show Program.

LEWIS, FRANKLIN
Production — WGAR, Cleveland. Sports Editor.

LEWIS, JACK
Production — KARK, Little Rock, Ark.

LEWIS, J. C.
Production — KHJ, Los Angeles.

LEWIS, RALPH
Production — KFBI, Abilene, Kan.

LIGHTFOOT, FOX
Production — WJBY, Gadsden, Ala.

LINDQUIST, LANSING
Production — WNBX, Springfield, Vt. Artists Bureau Head.

LINDSAY, JOHN
Production — WFAS, White Plains, N. Y.

LINEBERGER, EBER
Production — WFBC, Greenville, S. C. Musical Director.

LIPSETT, SAM
Production — KFSD, San Diego.

LIVINGSTONE, CHARLES DANIEL
Production — WXYZ, Detroit. Assistant Dramatic Director. Lone Ranger MBS-MRN, Green Hornet MN, Ann Worth MN.

LLOYD, JOHN
Production — WTHT, Hartford.

LOCKSLEY, ROY
Production—CFRB, Toronto. Musical Director.

LOEB, MARX B.
Production — WIP, Philadelphia.

LOEB, TOM
Production — WDNC, Durham, N. C. Musical Director.

LOGAN, WALTER
Production — WTAM, Cleveland. Musical Director, Producer, Director. Gay Nineties.

LONG, DEANE
Production — WSAL, Salisbury, Md. Program Manager.

LONG, TED
Production — WJSV, Washington, D. C.

LONGENECKER, C. ROBERT
Production — CBS. Joe Penner Program, Hollywood in Person, Your Witness, Hollywood Showcase, Listeners Digest, Gershwin Memorial Concert.

LONGSTREET, R. L.
Production — WFMD, Frederick, Md.

LORD, EDWARD J.
Production — WLNH, Laconia, N. H. Musical Director.

LOUP, RALPH JR.
Production — WACO, Waco, Texas.

LOVE, MERWYN
Production — KOAM, Pittsburg, Kans.

LOWE, DAVID
Production — Producer, Director. Question Box WINS.

LOWERY, COIS
Production — WMFO, Decatur, Ala. Musical Director.

LOWREE, AL
Production — KHQ, Spokane.

LOWREY, MEADOR
Production — WHAS, Louisville. Studio Director, Musical Director.

LUCAS, PAUL
Production — WTIC, Hartford.

LUKENBILL, WILBER SHELTON
Production — KOMA, Oklahoma City. Continuity Chief, Production Manager.

LUKENS, STELLA
Production — WMBH, Joplin, Mo. Program Director.

LUMPKIN, HOWARD
Production — KNOW, Austin, Texas.

LUND, VICTOR H.
Production — WIS, Columbia, S. C. Musical Director.

LUNN, HERBERT
Production — WAAB, Boston.

LYMAN, PETER
Production — KROC, Rochester, Minn. Musical Director and Program Director.

LYNCH, CECIL
Production — KDON, Monterey.

LYNN, EDWARD
Production — Moving Stories of Life.

LYON, JACK
Production — WMBD, Peoria, Ill. Musical Director.

— M —

McALISTER, R. B.
Production — KFYO, Lubbock, Texas.

McBRIDE, W. GAGE
Production — WDBO, Orlando, Fla.

McCAHAN, VERNON
Production — KGVO, Missoula, Mont. Artists Bureau Head.

McCARRON, EARL
Production — CKCW, Moncton, N. B.

McCAW, ROBERT S.
Production — KRSC, Seattle. Musical Director.

McCLAIN, GORDON
Production — CHML, Hamilton, Ont.

McCLEY, JOHN C.
Production — WROK, Rockford, Ill. Artists Bureau Head.

McCOLL, DUNCAN
Production — KOA, Denver. Artists Bureau Head.

McCOLLUM, C. P.
Production — KWKH, Shreveport. Leader of Columbia County Quartet.

McCONNELL, J. W.
Production — KMBC, Kansas City, Mo. Artists Bureau Head.

McCREERY, BERNARD
Production — KYOS, Merced, Cal.

McCURDY, D. W.
Production — WDOD, Chattanooga. Artists Bureau Head.

McDONALD, L. A.
Production — CFCY, Charlottetown, P. E. I. Artists Bureau Head.

McEWEN, JERRY
Production — WMC, Memphis. Musical Director.

McGILL, EARLE LEWIS
Production — CBS. Director, Producer. American School of the Air, Wilderness Road, Safety Musketeers, Dr. Hagen's Spelling Bee, Your Neck o' the Woods, The Town Crier, World War Anniversary Program, Northwest Territory Dramatization, Curtain Calls, Columbia Workshop Guest, John D. Rockfeller Obituary Program.

McGLOGAN, JOHN FRANK
Production — KSTP, St. Paul. Community Chest Dramas.

McGUIRE, HAZEL
Production — WQAM, Miami. Artists Bureau Head.

McINTOSH, ROBERT J.
Production — WGRC, New Albany, Ind. Artists Bureau Head and Production Manager.

McKEE, ALLEN
Production — WMT, Cedar Rapids, Iowa.

McKENZIE, R. T.
Production — KFXD, Nampa, Idaho.

McKINNEY, CARL
Production — WEED, Rocky Mount, N. C.

McKINNON, MRS. A. F.
Production — CJCB and CJCX, Sidney, N. S. Musical Director.

McLAUGHLIN, FRANCIS J.
Production — WSAR, Fall River, Mass.

McLEOD, BRUCE
Production — CFCH, North Bay, Ont. Musical Director.

McMAHON, MRS. LEAH
Production — KFSD, San Diego. Musical Director.

McMURRAY, EMMET
Production — WHBQ, Memphis.

McMURRAY, TED
Production — WBBM, Chicago.

McNEIL, IDA A.
Production — KGFX, Pierre, S. D. Musical Director.

McRAE, TOLBERT
Production — WOI, Ames, Iowa. Musical Director.

McRAWEY, BOB
Production — WSGN, Birmingham. Program Director.

McWHORTER, H.
Production — WCHS, Charleston, W. Va. Musical Director.

MACHEY, GERTRUDE
Production — KFQD, Anchorage.

MACK, NILA
Production — CBS. Producer, Director. Let's Pretend, Sunday Morning At Aunt Susan's, Funny Things, Let Freedom Ring, Treasures Next Door, Dorothy Gordon Children's Corner, CBS Radio Guild, Occasional School of the Air, Dear Teacher.

MacMURRAY, TED
Production — CBS. Do You Remember, Sing and Swing, Headin' South, News With Music, Rhythm At Noon WBBM, Playdays, Chicago Varieties, Weekend Revue.

MacPHERSON, FREDERICK
Production — KRE, Berkeley, Cal.

MALONE, F. P.
Production — WIOD, Miami. News Editor.

MALONEY, E.
Production — CFRN, Edmonton, Al.

MANN, NORMAN
Production — KRLC, Lewiston, Idaho.

MARCOMB, DEAN
Production — KHJ, Los Angeles.

MARKS, HENRY
Production — WLBC, Muncie, Ind.

MARSHALL, MEL
Production — KGGM, Albuquerque.

MARTA, JACK
Production — WJMS, Ironwood, Mich.

MARTIN, DON
Production — KMPC, Beverly Hills.

MARTIN, REGINALD W.
Production — KUOA, Siloam Springs, Ark. Musical Director.

MARTIN, THOMAS EMMET
Production — WSYR, Syracuse. News Editor.

MARTINEAU, LAUREAT H.
Production — WTHT, Hartford.

MARVEN, RALPH
Production — CHNS, Halifax.

MATHEWS, J. B.
Production — KGGM, Albuquerque. Musical Director.

MAULSBY, GERALD FREDERICK
Production — CBS. Assistant Director of Program Operations.

MAYHEW, WILLIAM A.
Production — WCSC, Charleston, W. Va.

MAXWELL, M. E.
Production — WIRE, Indianapolis.

MEDOFF, S.
Production — WARD, Brooklyn. Artists Bureau and Musical Director.

MEEK, SANDY
Production — WOOD-WASH, Grand Rapids, Mich. Musical Director.

MELIA, BILL
Production—WSPA, Spartanburg, S. C.

MELIA, WILLIAM F.
Production — WOLS, Florence, S. C. Program Director.

MEYERSON, FAY
Production — KTAR, Phoenix. Artists Bureau Head.

MILLER, BARNEY RONALD
Production — KGW and KEX, Portland. Production Manager, Producer.

MILLER, VICTOR
Production — WSYR, Syracuse. Musical Director.

MINGUS, B.
Production — KRBC, Abilene, Texas.

MITCHELL, JACK C.
Production — KVOO, Tulsa. Program Director.

MITCHELL, J. BERT JR.
Production — KPLT, Paris, Texas.

MITCHELL, LES
Production — WTOL, Toledo.

MITCHELL, ROBERT E.
Production — WMBG, Richmond. Artists Bureau Head.

MOGG, JIM
Production — KSAL, Salina, Kans.

MONAGHAN, FRANK
Production — WGBI, Scranton, Pa. Musical Director.

MONDAY, RAY
Production — KPDN, Pampa, Texas. Musical Director.

MONTGOMERY, JOHN
Production — KFEQ, St. Joseph, Mo.

MOODY, BLANCHE
Production — WRNL, Richmond. Artists Bureau Head.

MOORE, BILL
Production — KNX, Los Angeles.

MOORE, HAL
Production — WQAM, Miami.

MOORE, HAL
Production—WSPA, Spartanburg, S. C. Musical Director.

MOORE, H. C.
Production — KFRC, San Francisco. Artists Bureau Head.

MOORE, VERN
Production — KIDO, Boise. Musical Director.

MOORE, WARREN
Production — KADA, Ada, Okla.

MORFIT, GARRISON
Production — WBAL, Baltimore.

MORGAN, GERALD
Production — KONO, San Antonio. Artists Bureau Head.

MORGAN, J. C.
Production — KSFO, San Francisco.

MORSE, CARLTON ERROL
Production—One Man's Family NBC.

MORSE, VAL
Production — WTJS, Jackson, Tenn. Musical Director.

MOSER, CLYDE
Production — WKBO, Harrisburg, Pa. Musical Director and Artists Bureau Head.

MOSIER, WALLACE
Production — KFRU, Columbia, Mo.

MOYLES, JACK
Production — KSFO, San Francisco.

MUENTZ, URB
Production — KGCU, Mandan, N. D.

MUGFORD, JAMES
Production—WSPA, Spartanburg, S. C. Artists Bureau Head.

MULLER, DON
Production — WBAA, West Lafayette, Ind.

MUNDORFF, ARTHUR
Production — CBS. Production Department.

MURPHREE, FRANK
Production — WRGA, Rome, Ga. Musical Director.

MURPHY, BOB
Production — KSTP, St. Paul, Minneapolis.

MURPHY, LILLIAN
Production — WTAG, Worcester, Mass. Musical Director.

MURPHY, PATRICIA
Production — KFKA, Greeley, Colo.

MURPHY, VIOLET
Production — KSTP, St. Paul, Minneapolis. Artists Bureau Head.

MURRAY, MICHAEL D.
Production — WCBM, Baltimore.

MURTAGH, WALTER
Production — WQDM, St. Albans, Vt.

MYHRE, KERMIT
Production — KDLR, Devils Lake, N. D. Musical Director.

MYRICK, M.
Production — KIT, Yakima.

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NAFF, E. D.
Production — WRVA, Richmond. Musical Director.

NATAL, RUTH
Production — WPRP, Ponce, P. R. Artists Bureau Head.

NEFF, ERNEST
Production — KQV, Pittsburgh.

NEFF, RUSSELL EDWARD
Production — WXYZ, Detroit. Production Manager.

NELMS, BILL
Production — WCBS, Springfield, Ill. Artists Bureau Head and Musical Director.

NELSON, HOWARD
Production — WDAY, Fargo, N. D.

NELSON, LIONEL
Production — WDBO, Orlando, Fla.

NELSON, PAUL E.
Production — KFPW, Fort Smith, Ark. News Editor.

NELSON, RALPH
Production — KCKN, Kansas City, Kans. Program Director.

NESBITT, NORMAN
Production — KHJ, Los Angeles. Producer. The Marines Tell It To You.

NEUMAN, HERMAN
Production — WNYC, New York. Musical Director.

NEVILLE, LARRY
Production — KMOX, St. Louis.

NEWKIRK, VAN C.
Production — KHJ, Los Angeles.

NICHOLSON, FABE
Production — WAAT, Jersey City. Musical Director.

NICHOLSON, FRANK
Production — KFBK, Sacramento.

NILES, A. OLIN
Production — WHAZ, Troy, N. Y. Musical Director.

NILSON, WALTER
Production — WTHT, Hartford.

NIMMONS, RALPH
Production — WFAA, Dallas. Program Director.

NIX, EWING
Production — KWTO, Springfield, Mo. Director. Farm and Home Hour.

NIX, KIRBY
Production — KTEM, Temple, Texas. Artists Bureau Head.

NOBLE, DICK
Production — WDWS, Champaign, Ill.

NOBLES, T. K.
Production — WAPO, Chattanooga.

NOLAN, BOB
Production — WIOD, Miami.

NORMAN, NEIL
Production — WIL, St. Louis.

NORRIS, BOBBY
Production — WNAC, Boston. Musical Director.

NORRIS, BOE
Production — WSOC, Charlotte, N. C. Musical Director.

NOUD, MARY AGNES
Production — WXYZ, Detroit. Arranger. The Girl Friends Trio MRN.

NOVARRO, MODESTO
Production — WNEI, San Juan, P. R.

— O —

OAKLEY, ROBERT
Production — KROY, Sacramento.

O'BRIEN, GERALD
Production — WICA, Ashtabula, Ohio. Artists Bureau Head.

O'BRIEN, M.
Production — CJOR, Vancouver.

OCCHIBOI, JULIO
Production — WOV and WBIL, New York. Musical Director.

O'CONNOR, DON
Production — WEED, Rocky Mount, N. C. Musical Director.

O'CONNOR, EUGENE
Production — WGN, Chicago.

OLSON, DAVID W.
Production — WCAE, Pittsburgh.

OLSON, HARVEY
Production — WDRC, Hartford, Conn.

OLSON, RAY
Production — WOW, Omaha.

ORBACH, HENRY
Production — WKY, Oklahoma City. News Editor.

ORRISON, JACK
Production — Adam and Eve NBC.

ORRISON, MARGARET
Production — Adam and Eve NBC.

OSBORNE, HARRY W.
Production — WAIM, Anderson, S. C.

OSGOOD, RICHARD ELMER
Production — WXYZ, Detroit. Success Story.

OSTROF, MANNING
Production — KFWB, Hollywood.

OTIS, EDWIN
Production — WAAB, Boston.

OVERBY, O. R.
Production — WCAL, Northfield, Minn. Musical Director.

— P —

PABST, WILLIAM D.
Production — K F R C, San Francisco. Production Manager.

PACKER, VICTOR
Production — WLTH, Brooklyn. Jewish Production Director.

PAINTON, KEITH
Production — KCRC, Enid, Okla.

PALMER, CLARENCE I.
Production — KVOE, Santa Ana, Cal.

PAPE, M. J.
Production — WHBL, Sheboygan, Wis. Musical Director.

PARANOV, MOSHE
Production — WTIC, Hartford. Musical Director.

PARK, CHARLES
Production — WFDF, Flint, Mich.

PARKER, FRANK
Production — KPPC, Pasadena, Calif.

PARKER, JOE (G.)
Production—NBC. Staff Producer. Amos 'n' Andy, Lum 'n' Abner, Richfield Reporter.

PARKER, LAURENCE
Production — KFEQ, St. Joseph, Mo. Musical Director.

PARKER, MACK
Production — WICC, Bridgeport.

PATRICELLI, LEONARD J.
Production — WTIC, Hartford. Choral Director. Fireside Quartet. Men of Song.

PASTERNACK, DAVE
Production — WIL, St. Louis.

PATTERSON, CREAN
Production — WNBC, New Britain.

PATTERSON, GEORGE
Production — WAVE, Louisville. Program Director.

PATTERSON, WALTER S.
Production — WWVA, Wheeling, W. Va.

PAULSEN, VICTOR
Production—KJBS, San Francisco.

PAYNE, AL
Production—WHDF, Calumet, Mich. Musical Director.

PECK, EDDIE
Production — KUJ, Walla Walla.

PELLETIER, H. ROONEY
Production — CBM - CBF, Montreal.

PENMAN, CHARLES
Production—WJR, Detroit.

PERRINE, DR. GEORGE HOSBROOK
Production — WIBX, Utica. The Wildings.

PERRY, ROBERT
Production — WORL, Boston. Musical Director.

PETERSON, DONALD
Producer — Junior G Men, Ave Maria.

PETERSON, JAMES
Production — KVI, Tacoma, Wash.

PETRIE, CHARLES R.
Production — WCBA and WSAN, Allentown, Pa.

PETTRICK, M.
Production — WDGY, Minneapolis-St. Paul. Artists Bureau Head.

PHILLIPS, BILLY
Production—KIDO, Boise.

PHILLIPS, JACK
Production — KIDW, Lamar, Colorado. Musical Director.

PICKARD, GEORGE
Production—WSPD, Toledo.

PICKETT, ROY
Production — KRRV, Sherman, Tex. Musical Director.

PIER, HAROLD BROCKWAY
Production — Producer, Director. Los Angeles Community Chest Programs KFI-KECA - KNX - KHJ - CBS - NBC - DLN - MBS.

PIERSON, ROY
Production — KTAT, Fort Worth.

PITT, MAX
Production — WNEW, New York. Musical Director.

PIZA, JUAN
Production — WNEI, San Juan, P. R. Musical Director.

PLAMBECK, HERBERT H.
Production — WHO, Des Moines. Farm News Editor.

PLATNER, DR. M.
Production—WDAE, Tampa, Fla. Musical Director.

PLOUGH, A. R.
Production—WLW and WSAI, Cincinnati. Artists Bureau Head.

POLLOCK, REED
Production — KDON, Monterey.

POMAR, H.
Production—WATL, Atlanta.

POOLER, WALDO
Production — WTAM, Cleveland.

POOR, MURRELL
Production — WMMN, Fairmont, W. Va. Artists Bureau Head and Musical Director.

POTTS, J. LYMAN
Production—CKCK, Regina.

POYNER, GRAHAM B.
Production—WPTF, Raleigh, N. C. Production Manager.

POYNTER, ARTHUR
Production — CJKL, Kirkland Lake, Ont. Musical Director.

PRAGER, DR. SIGFRID
Production — WIBA, Madison, Wis. Musical Director.

PRESTON, WALTER
Production—WBBM, Chicago.

PRICE, JACK
Production — WBNS, Columbus. Program Director.

PRICE, JOHN J.
Production — KGLO, Mason City, Iowa. Musical and Program Director.

PRIOR, WILL
Production — NBC. Composer and Arranger. John Barrymore-Shakespeare Broadcasts.

PROVAN, BOB
Production — WDRC, Hartford, Conn.

PUDNEY, EARLE J.
Production—WAGA, Atlanta. Musical Director.

PYLE, HOWARD
Production—KTAR, Phoenix. Musical Director.

— Q —

QUARLES, WILHELMINA
Production — WJRD, Tuscaloosa, Alabama. Production Manager and Program and Musical Director.

QUINN, REILAND
Production KYA, San Francisco. Program Director.

QUINNEY, G. B.
Production—CJRM, Regina.

— R —

RAFFERTY, HUGH
Production — WMBS, Uniontown, Pa. Artists Bureau Head.

RAMSEY, S. WAYMOND
Production — KOMA, Oklahoma City. Program Director.

RAND, DICK
Production — KALE, Portland, Ore.

RANDALL, GORDON
Production — WGY, Schenectady. Musical Director.

RANDOL, WILLIAM JR.
Production — KTMS, Santa Barbara.

RAPKIN, MAURICE
Production — CKCL, Toronto. Artists Bureau Head, Musical Director and Program Director.

RAY, BYRON
Production — KSL, Salt Lake City.

REAGAN, NEAL J.
Production — WOC, Davenport, Ia.

REES, JOHN
Production — WROL, Knoxville. Musical Director.

REESE, BERTHA
Production — KSCJ, Sioux City, Ia. Musical Director and Artists Bureau Head.

REILLY, JOHN
Production—WMEX, Boston.

REIS, IRVING
Production — CBS. Columbia Workshop: Meridian 7-1212, St. Louis Blues, Split Seconds, Twelve Crowded Months, Marconi, Sweep, Brave New World, Headlines and Bylines.

REMICK, DEAN
Production—WSBC, Chicago. Musical Director.

RENIER, C. G.
Production — KMOX, St. Louis. Artists Bureau Head.

REPINE, BERT
Production — WRVA, Richmond. Program Manager.

RICAU, LIONEL
Production—The Adventures of Captain McBride WWL.

RICE, HERBERT C.
Production — WGR and WKBW, Buffalo. Program Director.

RICE, KEN
Production — WDWS, Champaign, Ill. Musical Director.

RICH, LOUIS
Production — WCLE and WHK, Cleveland. Musical Director and Artists Bureau Head.

RICHARDS, JULIA
Production — KGHL, Billings, Mont. Musical Director.

RICHARD, LAWRENCE
Production — Henry Weber's Concerts MBS, Ted Weems-Varady Show MBS, Obligato CBS, Do You Remember CBS, Your Neighbor and Mine CBS.

RICHMOND, A. E.
Production — KGCX, Wolf Point, Mont.

RICKER, W. C.
Production — WDEV, Waterbury, Vt. Artists' Bureau Head.

RIDDLE, RAYMOND DAVID
Production — Slit and Prude, Man of the Family TQN.

RILEY, LOWELL
Production — WBNS, Columbus. Artists Bureau Head.

RIVERO, BLANCA
Production — WNEI, San Juan, P. R.

ROBB, ARCH
Production—WHIO, Dayton.

ROBERTS, DAVID
Production—WSMK, Dayton.

ROBERTS, I. S.
Production — KRGV, Weslaco, Texas.

ROBERTSON, B. G.
Production — KTBS, Shreveport. Program Director.

ROBERTSON, COLLINS TRAFTON
Production — KVOO, Tulsa. Director and Producer. Sunday Afternoon Social, Look Out It's A Racket.

ROBERTSON, DALE
Production — WIBX, Utica. General Manager.

ROBERTSON, JACK
Production — WGRC, New Albany, Ind.

ROBERTSON, LARRY
Production — KFBK, Sacramento.

ROBERTSON, TED
Production — WXYZ, Detroit. Chief Sound Technician. Lone Ranger MBS-MN, Green Hornet MN, Junior Matinee.

ROBSON, WILLIAM N.
Production — CBS. Chicago Charter Jubilee Broadcasts CBS-NBC, Columbia Medal Award to WHAS, Lindbergh Anniversary Broadcast, Santa Fe Commemorative Broadcast KNX, Living Dramas of the Bible, Wilderness Road, Columbia Workshop, Tish, Broadway Matinee, Heinz Magazine of the Air.

RODELL, EARL
Production — KLRA, Little Rock, Arkansas.

ROEDER, CHARLES A.
Production — WCBM, Baltimore.

ROGERS, FEY
Production — WOPI, Bristol, Tenn. Musical Director.

ROGERS, MRS. K. S.
Production — CFCY, Charlottetown, P.E.I. Musical Director.

ROGERS, M. E.
Production — CFCY, Charlottetown, P.E.I.

ROGERS, RALPH
Production — WHEF, Jackson, Miss. Artist Bureau Head.

ROGERS, RALPH
Production — KCRC, Enid, Okla. Artists Bureau Head.

ROGERS, RALPH A.
Production — KFPY, Spokane. Program Manager.

ROLAND, B. FRANKLYN
Production — WFAS, White Plains, N. Y.

ROPER, PAT
Production — WGBF and WEOA, Evansville, Ind. Musical Director and Artists Bureau Head.

ROSANO, S.
Production — WVFW, Brooklyn.

ROSCOE, PAUL
Production — KMA, Shenandoah, Iowa.

ROSENTHAL, HERBERT IRA
Production—CBS. Columbia Artists Inc. Manager.

ROTH, MARY L.
Production—WMBC, Detroit.

ROWENS, W. E. JR.
Production — KRMD, Shreveport, La. Musical Director.

ROYAL, RUTH
Production — KCKN, Kansas City, Kan. Artists Bureau and Musical Director.

RUCKER, FOSTER
Production — KFOX, Long Beach, Calif.

RUDOLPH, WALTER
Production—KYA, San Francisco. Musical Director.

RUDOLPH, JOSEPH
Production—WCBD, Chicago. Musical Director.

RUEGG, FRED F.
Production — KGIR, Butte. Program Director.

RUPARD, NELSON
Production — WHB, Kansas City. Program Supervisor.

RUSH, ARTHUR
Production — KNX, Los Angeles. Artists Bureau Head.

RUSHING, W. D.
Production — WBRC, Birmingham. Musical Director.

RUSSEL, D. A.
Production—WLBC, Muncie, Ind. Artists Bureau Head and Musical Director.

RUSSELL, GEORGE B.
Production — KATE, Alberta Lea, Minn.

RYAN, QUIN A.
Production — WGN, Chicago. Station Manager.

— S —

SAFFORD, HAROLD
Production — WLS, Chicago. Musical Director.

SAGES, SULLIVAN
Production — WMBS, Uniontown, Pa. Musical Director.

SAMPIETRO, JOSEPH
Production — KOIN and KALE, Portland, Ore. Musical Director.

SAMUELS, ARTHUR H.
Production — WOR, New York. Executive Producer.

SANDERS, ERNEST (ERNIE) C.
Production — WHO, Des Moines. Studio Manager.

SANDERS, TIME
Production — WLAC, Nashville. Program Director.

SANDSTROM, STANLEY
Production — KVOE, Santa Ana, Calif.

SANMAN, LENA
Production — KFNF, Shenandoah, Iowa. Musical Director.

SANTAELLA, SALVATORE
Production — KMTR, Hollywood. Musical Director.

SARLI, AL
Production—KWK, St. Louis. Musical Director.

SASLAVSKY, NICHOLAS
Production — WEVD, New York. Musical Director.

SAUTER, JAMES E.
Production—The Philadelphia Orchestra Program NBC.

SAVITT, JAN
Production — KYW, Philadelphia. Musical Director.

SAVITT, L.
Production — WBRE, Wilkes-Barre, Pa. Musical Director.

SAYRE, M. D.
Production—WIRE, Indianapolis.

SCHEEL, NICK
Production — KGLO, Mason City, Iowa. Production Manager.

SCHEIHING, GORDON A.
Production — WCAO, Baltimore.

SCHER, HAL
Production — WKY, Oklahoma City. Assistant Production Manager. Sunrise Revue.

SCHLAUDROFF, RICHARD
Production — KPLT, Paris, Texas. Musical Director.

SCHNELZER, A. W.
Production — WHAZ, Troy, N. Y.

SCHOOLEY, F. E.
Production — WILL, Urbana, Ill. Artists Bureau Head.

SCHORT, GWENDOLYN L.
Production—WFBM, Indianapolis. Apron Strings.

SCHOW, REG
Production — WFEA, Manchester, N. H.

SCHRAMM, JOHN C.
Production—WOV and WBIL, New York. Program Director.

SCHRIBEMAN, JOSEPH
Production — WDAS, Philadelphia. Musical Director.

SCHROEDER, A.
Production — WSAZ, Huntington, W. Va.

SCHROEDER, CHARLES
Production — WSAZ, Huntington, W. Va. Musical Director.

SCHULTZ, STANLEY N.
Production — WLAW, Lawrence, Mass.

SCOTT, ASHMEAD
Production — CBS. Jack Oakie's College.

SCOTT, CHARLES P.
Production — KTKC, Visalia, Calif. Musical Director.

SCOTT, G. H.
Production — WCAP, Asbury Park, N. J. Musical Director.

SEAL, BOB
Production — WCOL, Columbus. Program Director.

SEARLES, NEIL
Production — WISN, Milwaukee.

SECUNDA, SCHOLEM
Production — WLTH, Brooklyn. Musical Director.

SEEBACH, JULIUS F. JR.
Production — WOR, New York. Director Program Operations.

SEITZ, SELMA
Production — WFAS, White Plains, N. Y. Artists Bureau Head.

SELLS, PAUL L.
Production — KMBC, Kansas City, Mo. Musical Arranger. Rhythm and Rhyme, Texas Ranger CBS, Blue Moods, How Do You Like It, Box K Ranch Boys, Sweet Swingsters.

SERVATIUS, RAY
Production—WSYR, Syracuse.

SHATFORD, L. L.
Production — CHNS, Halifax. Artists Bureau Head.

SHAW, CLIFFORD
Production — WAVE, Louisville. Musical Director.

SHAW, JAMES A.
Production—CFCF, Montreal.

SHAW, NELL
Production — WHEF, Jackson, Miss. Musical Director.

SHAWN, FRED
Production — WMAL and WRC, Washington, D. C. Musical Director.

SHEAN, EARL
Production — WJAR, Providence. Musical Director.

SHEEHAN, AL
Production — WCCO, Minneapolis-St. Paul. Artists Bureau Head.

SHELDON, VAN
Production — WICC-WAAB, Bridgeport-Boston. Artists Bureau Head.

SHELLEY, JACK
Production — WHO, Des Moines. Assistant News Editor.

SHELLEY, RAYMOND
Production—KANS, Wichita. Musical Director.

SHELLON, B.
Production — CJKL, Kirkland Lake, Ont.

SHERMAN, BILL
Production — WGRC, New Albany, Ind.

SHIELD, LEROY
Production — WMAQ and WENR, Chicago. Musical Director.

SHIELS, HENRY JR.
Production — WDAY, Fargo, N. D.

SHIPLEY, GENE
Production — KMA, Shenandoah, Iowa.

SHIPLEY, WINSTON
Production — WFMD, Frederick, Md. Musical Director and Artists Bureau Head.

SHOOP, DAVID
Production — WHP, Harrisburg, Pa. Musical Director.

SHREDNIK, MILTON
Production — KOA, Denver. Musical Director Supreme Ranger Review, Director and Arranger Men of the West, Director and Arranger Kuner Empson Trio, Director Colonel Courtesy.

SIEDEL, FRANK
Production — WCAE, Pittsburgh.

SILER, R. W.
Production — KCMC, Texarkana. Musical Director.

SILER, WENDELL
Production — WSVA, Harrisonburg, Va.

SILLS, TED
Production — Producer, Director.

SIMMONS, EDWARD
Production—WGN, Chicago.

SINCLAIR, NORMAN
Production — KTFI, Twin Falls, Ida.

SINGLETON, LUCILE
Production — CBS. Director of Auditions.

SIPES, LEON
Production — KELD, El Dorado, Ark.

SIVERSON, CHARLES
Production — WHAM, Rochester, N. Y. Musical Director.

SKALSKI, JOHN
Production — WMBC, Detroit. Musical Director.

SKELTON, KENNETH W.
Production — WDAE, Tampa, Fla.

SKELTON, ROGER
Production — WAIM, Anderson, S. C.

SKYLER, BOB
Production — KIUN, Pecos, Texas. Musical Director.

SLATER, NORVELL
Production — WHB, Kansas City.

SLOAN, K. BURT
Production — KPRC, Houston. Musical Director.

SMITH, A. L.
Production — CJCS, Stratford, Ont. Musical Director.

SMITH, A. R.
Production — CKCK, Regina. Musical Director.

SMITH, BECKLEY
Production — WJAS, Pittsburgh. News Editor.

SMITH, CARLETON D.
Production — WMAL and WRC, Washington, D. C.

SMITH, CHET
Production — KFRC, San Francisco. Musical Director.

SMITH, CLYDE
Production — KONO, San Antonio.

SMITH, C. R.
Production — CJAT, Trail, B. C.

SMITH, DICK
Production — WHB, Kansas City.

SMITH, E. K.
Production — WHP, Harrisburg, Pa. Production Manager.

SMITH, GARDNER
Production — WJTN, Jamestown, N. Y. Artists Bureau Head.

SMITH, DR. HARLEY
Production — WJBO, Baton Rouge.

SMITH, JOHN P.
Production — WCPO, Cincinnati. Musical Director.

SMITH, MARK N.
Production — KMBC Kansas City, Mo. Director of Research.

SMITH, ROBERT PAUL
Production — CBS. Saturday Night Swing Session, Six Swell Tunes, Swingin' the Blues.

SMITH, RODNEY
Production — KELD, El Dorado, Ark. Musical Director.

SMITH, WOODROW
Production — KMBC, Kansas City, Mo. Producer. Texas Rangers CBS.

SMITHLINE, LILLIAN
Production — KTUL, Tulsa. Musical Director.

SMITHSON, HAROLD
Production — KHSL, Chico, Calif.

SNIDECOR, JACK
Production — KSEI, Pocatello, Idaho.

SNIDER, WALTER
Production — CKSO, Sudbury, Ont. Musical Director.

SNOWDEN, WILLIAM
Production — WTAL, Tallahassee.

SNYDER, GEORGE Y.
Production — WCBA and WSAN, Allentown, Pa. Musical Director and Artists Bureau Head.

SNYDER, GUY
Production — KFH, Wichita. Musical Director.

SPARNON, KEN
Production — WSAY, Rochester, N. Y. Program and Musical Director.

SPECHT, EDDIE
Production — KELA, Centralia and Chehalis, Wash. Musical Director.

SPEER, MARJORIE WATKINS
Production — KOMA, Oklahoma City. Musical Director, Continuity Writer.

SPEERS, W. A.
Production — CKCK, Regina. Artists Bureau Head and Production Manager.

SPEERSTRA, G. E.
Production — KWJJ, Portland, Ore. Musical Director.

SPENCER, LESTER
Production—WHIO, Dayton.

SPRINGER, HARRY
Production — WESG, Elmira, N. Y. Musical Director.

SQUIRES, F. M.
Production — CJCS, Stratford, Ont. Artists Bureau Head.

SCHRIBALD, GORD
Production — CKGB, Timmins, Ont.

STANION, HERMAN
Production — KYOS, Merced, Calif.

STANLE, JAY
Production — WAAT, Jersey City.

STANLEY, BOB
Production — KGMB, Honolulu.

STARK, FREDERICK
Production — KHJ, Los Angeles. Musical Director.

STARKE, J. B.
Production — CJIC, S. S. Marie, Ont.

STECK, J.
Production — WJAS, Pittsburgh.

STEELE, RALPH
Production — WJBO, Baton Rouge.

STEFFEY, GEORGE
Production—WNAC, Boston.

STEIN, RALPH
Production—WEW, St. Louis. Musical Director.

STEINBERG, MAURICE ALLAN
Production — WBAP, Fort Worth. Music Arranger. White Swan Food Parade, Cosden Higher Octanes, Jamboree, Williamson Dickie Garments Program.

STERN, HARRIET
Production — WJTN, Jamestown, N. Y. Director of Women's Programs.

STEVENS, BOB
Production — WCPO, Cincinnati. News Editor.

STEWART, ALBERT P.
Production — WBAA, West Lafayette, Ind. Musical Director.

STEWART, E. CALDWELL
Production — WSFA, Montgomery, Alabama. Musical Director.

STEWART, ELLIOTT
Production — WIBX, Utica, N. Y. Program Director.

STEWART, H. WELLINGTON
Production — WCAD, Canton, N. Y. Musical Director.

STOCKTON, ROSCOE K.
Production—KOA, Denver.

STOESS, WILLIAM
Production — WLW and WSAI, Cincinnati. Musical Director.

STOKES, HAROLD BARKLEY
Production — WGN, Chicago. Musical Director.

STONE, AURA (AL) LUTHER
Production — KWTO, Springfield, Mo. Musical Director. Crown Community Sing.

STOUT, ROLAND G.
Production — KFNF, Shenandoah, Iowa.

STREED, IVAN
Production — WHBF, Rock Island, Ill. Artists Bureau Head.

STREIGER, CECIL
Production — KNEL, Brady, Texas. Artists Bureau Head and Musical Director.

STROTZ, SIDNEY N.
Production — WMAQ and WENR, Chicago. Artists Bureau Head.

STUBMAN, LEWIS
Production — WCMI, Ashland, Ky.

STUDER, ALEXANDER (ALEXIS)
Production—KSTP, St. Paul. Arranger. Clown Court, Knights of Note, Rhythmesque, Styles for Men Program, The Household Forum, Modern Musical Moods.

STURM, C. C.
Production — KPMC, Bakersfield, Calif. Musical Director.

SUMMER, M. E.
Production — WMFO, Decatur, Alabama. Artists Bureau Head.

SUTTON, ARTHUR E.
Production — KMPC, Beverly Hills. Program Director.

SUTTON, BEULAH
Production — WMSD, Sheffield, Alabama. Artists Bureau Head and Musical Director.

SUTTON, VIDA
Production — Director. Magic of Speech. NBC.

SVEHLA, WALT
Production—WQAM, Miami.

SWARTWOOD, H. M.
Production — KOIN, Portland, Ore.

SWEENY, F.
Production—CKCK, Regina.

SWEETEN, CLAUDE
Production — KEHE Los Angeles. Musical Director.

SWIFT, O. RICHARD
Production — CBS. Knox Gelatin Program, Anacin Program, Ward's Bread Program, Hecker Oats Program, Morning Almanac.

SWIMELAR, PAUL R.
Production — WNLC, New London, Conn. Program Director.

SWINGLEY, MARK E.
Production — WDAE, Tampa, Fla.

SYPHER, MAX
Production — KHSL, Chico, Calif. Musical Director.

— T —

TALL, BROUGHTON
Production — WBAL, Baltimore. Continuity Director.

TANKSLEY, RUTH
Production — WFOY, St. Augustine, Fla. Program Director.

TATE, GARNETT
Production — WMBG, Richmond. Musical Director.

TAYLOR, CLAUDE
Production — WRTD, Richmond. Production Manager.

TAYLOR, DAVIDSON
Production — CBS. Director of Music Department. Philharmonic Stadium Concerts, Everybody's Music.

TAYLOR, MASON C.
Production — WIBX, Utica. News Editor.

TEMPLE, ALFRED
Production — WGH, Newport News, Va. Artists Bureau Head.

THOMAS, KEN
Production — WIBX, Utica. Continuity Editor, Producer. Kiwanis Safety Programs, The Fairbanks Morse Sunday Afternoon Party.

THOMAS, ROLLYN O.
Production — WXYZ, Detroit. Program Director. Coach Zip.

THOMPSON, AL
Production — KSAL, Salina, Kan. Musical Director.

THOMPSON, ALLAN
Production — CKMO, Vancouver. Musical Director.

THOMPSON, LUCIA
Production — WHBF, Rock Island, Ill. Musical Director.

THOMPSON, MAURICE
Production — WJDX, Jackson, Miss. Musical Director.

THURSTON, JACK
Production — WQAM, Miami. Musical Director.

THURSTON, W. J.
Production — CKNX, Wingham, Ont. Artists Bureau Head and Musical Director.

TICE, J. OLIN
Production — WIS, Columbia, S. C.

TIERNEY, JOHN F.
Production — WCAX, Burlington, Vt. Musical Director and Artists Bureau Head.

TIFFANY, A. C.
Production — WKBZ, Muskegon, Mich.

TILLSON, KENNETH HILL
Production — KGW - KEX, Portland. Producer. Great Moments in History, Oregonian on Review, Geographical Travelog.

TODD, JACK
Production — KANS, Wichita. Program Director.

TOLG, RUSS W.
Production — WTMJ, Milwaukee. Continuity Director.

TOOKE, FRANKLIN AUSTIN
Production — WOWO-WGL, Fort Wayne. Polly Pretends, Curtain Time, Romance of Fort Wayne Business, Kroger Korner, Jolly Bakers, Sari 'n' E'mer, Zero Hour, Hollyhock Lane, WOWO Salutes, Roadway Alibis, Fort Wayne School Programs, Arabesque.

TORRES, CELSO
Production — WPRA, Mayaguez, P. R. Musical Director.

TRAINOR, L.
Production — CJOR, Vancouver. Musical Director.

TRALLE, MILLICENT
Production — WFAS, White Plains, N. Y. Program Supervisor.

TREMBLE, SIDNEY
Production — KSAL, Salina, Kan.

TRIGG, JOHN H.
Production — KCMC, Texarkana, Ark. and Tex. Musical Director.

TRUXELL, EARL
Production — WCAE, Pittsburgh. Musical Director.

TUCKER, RALPH
Production — WBOW, Terre Haute, Ind. Artists Bureau Head.

TURNER, PAUL
Production — WDEV, Waterbury, Vt.

TURVEY, BERTRAM
Production — CHWK, Chilliwack, B. C. Musical Director.

TUTTLE, E. C.
Production—WSJS, Winston-Salem, N. C. Musical Director.

TWEED, T.
Production — CFAC, Calgary, Al.

— U —

UEBELHART, JIM
Production—WSPD, Toledo.

UTTAL, FRED
Production — Steinie Bottle Boys NBC.

URQUHART, CHARLES
Production — KDKA, Pittsburgh.

— V —

VALENTINE, W. LEWIS
Production — WOAI, San Antonio.

VAN HAAFTEN, C. B.
Production — KADA, Ada, Okla.

VAN HECKE, NOEL R.
Production—WSAU, Wausau, Wis.

VAN NOPPEN, CHARLOTTE
Production — WBIG, Greensboro. Dramatic Director. Federal Little Theater Programs, Junior Dramatics.

VAN RIPER, ED
Production — The Neighbors KGER, The Cat's Paw KGER, The Hallroom Girls KFVD.

VAN WYCK, R.
Production — WKBZ, Muskegon, Mich. Artists Bureau Head and Musical Director.

VAUGHAN, BERYL
Production — WXYZ, Detroit. Assistant Director. Children's Theater of the Air MN.

VENTER, MEL
Production — KFRC, San Francisco.

VICKERS, LEE
Production — WDNC, Durham, N. C. Program Director.

VICKLAND, BILL
Production — WMBD, Peoria, Ill.

VIKTOR, ERVIN
Producton — WJJD, Chicago Supper Time Frolics.

VON ZELL, HARRY
Production — Town Hall Tonight NBC, Phil Baker Program CBS, Ed Wynn Program NBC, Stoopnagle and Budd NBC, We the People CBS.

VOONE, T.
Production — KVOO, Tulsa. Musical Director.

VOORHEIS, A. O.
Production—WMPC, Lapeer, Mich. Musical Director.

VORPE, J. T.
Production — WCLE and WHK, Cleveland. Production Manager.

VOYER, GASTON
Production — CHRC, Quebec. Musical Director.

VRZAL, CARL
Production — WEDC, Chicago.

VUN KANNON, M.
Production — WHBQ, Memphis. Artists Bureau Head.

— W —

WACHS, LOUIS
Production — WMCA, New York. Musical Contractor.

WADE, ZELL
Production — KVOR, Colorado Springs. Artists Bureau Head.

WAKEN, MABEL
Production — KCRC, Enid, Okla. Musical Director.

WALKER, JOHNNIE
Production — KOIN and KALE, Portland, Ore. Artists Bureau Head.

WALLACE, WESLEY
Production—WPTF, Raleigh. Program Director.

WALLENSTEIN, ALFRED
Production — WOR, New York. Musical Director.

WALLING, W.
Production—KFH, Wichita.

WALLISER, BLAIR
Production—WGN, Chicago.

WALPOLE, KATHERINE
Production — KOBH, Rapid City, S. D. Musical Director.

WALSH, EDWARD GEORGE
Production — WRUF, Gainesville. Chief of Production. Continuity Writer.

WAREMBUD, NORMAN H.
Production — WLTH, Brooklyn. English Production Director.

WARNER, HUB
Production — KGDE, Fergus Falls, Minn. Artists Bureau Head and Musical Director.

WARREN, WILLARD W.
Production — KOMO, Seattle. Program Manager.

WARREN, WILLARD W.
Production—KJR, Seattle.

WASDON, BOB
Production—WFTC, Kinston, N. C.

WATKINS, DICK
Production — KRGV, Weslaco, Tex. Musical Director.

WATKINS, W.
Production — WAAT, Jersey City.

WATTON, ALFRED
Production — KYW, Philadelphia.

WATTS, R. C.
Production — KNOW, Austin, Tex.

WAYNE, ROGER
Production — WCNW, Brooklyn. Artists Bureau Head and Musical Director.

WEATHERWAX, BEN K.
Production — KXRO, Aberdeen, Wash.

WEBER, FRED
Production — WFIL, Philadelphia.

WEBER, HENRY
Production — WGN, Chicago. Musical Director.

WEBER, JOHN PAUL
Production — WIP, Philadelphia.

WEELANS, LESTER DUNNING
Production — KLZ, Denver. Musical Director. Melody Men Quartet.

WEININGER, CARL
Production — KOA, Denver. Musical Director.

WELCH, HOMER JAMES
Production — KGW - KEX, Portland. Production and Sound Effects Supervisor. Hospitality House, The Hemlock Tree, Homicide Squad, Covered Wagon Days, Tropic Trails, Islands of Paradise.

WELCH, MILLER
Production — WLAP, Lexington, Ky. Musical Director.

WELCH, WILLIAM E.
Production — KOBH, Rapid City, S. D. Artists Bureau Head and Program Director.

WELLINGER, CHARLES
Production — CKOC, Hamilton, Ont. Musical Director.

WELLS, J. H.
Production — CFQC, Saskatoon.

WELTMER, FRANK
Production—KOY, Phoenix.

WERNER, FRANZ
Production — WXYZ, Detroit. Head of Library and Copyright Department.

WEST, NORRIS
Production — WCAU, Philadelphia. Assistant Program Director. Philadelphia Orchestra Bankers Program CBS, Curtis Institute Programs CBS.

WESTBROOK, BILL
Production — WTJS, Jackson, Tenn.

WESTMORELAND, L.
Production—CKCK, Regina.

WHEELER, ROGER
Production—WEEI, Boston.

WHISENANT, A. D.
Production — KRBC, Abilene, Tex.

WHITBY, J. C.
Production — CJIC, S. S. Marie, Ont. Artists Bureau Head and Musical Director.

WHITE, ALBERT
Production — KSFO, San Francisco. Musical Director.

WHITE, CLEON B.
Production—WBZ and WBZA, Boston. Artists Bureau Head.

WHITE, MELVIN EUGENE
Production — CBS. Ford Program, Sweetheart Soap Program, Wonder Bread Program, Bond Bread Program, Good Gulf Program, Cavalcade of America, Myrt and Marge, Our Gal Sunday, Heinz Magazine of the Air, Dear Teacher.

WHITE, NORMAN
Production — WJR, Detroit. Artists Bureau Head.

WICK, TED
Production — CBS. Gangbusters. Mary Margaret McBride Program, Floyd Gibbons' True Adventure Stories, News From A Woman's Eyes, Major Bowes Capitol Family.

WIGGINS, WALLACE S.
Production — KVOE, Santa Ana, Calif Musical Director.

WIGHT, HERMAN
Production — WCAX, Burlington, Vt.

WIGTON, IRENE
Production—KFJB, Marshalltown, Ia.

WILLARD, RUTH
Production — WCAD, Canton, N. Y. Radio Workshop Director.

WILLCOX, W.
Production — WHOM, Jersey City. Artists Bureau Head.

WILLIAMS, ALLIE V.
Production — WMAZ, Macon, Ga. Musical Director.

WILLIAMS, C. EARL
Production — KFEQ, St. Joseph, Mo. Farm Program Director.

WILLIAMS, JACK
Production — KOY, Phoenix. Program Director.

WILLIAMS, KENNETH
Production — WLBC, Muncie, Ind.

WILLIAMS, NED
Production — WRNL, Richmond.

WILLIAMS, ROLLIE
Production — KMOX, St. Louis.

WILLIAMS, WALLY
Production — WEED, Rocky Mount, N. C.

WILLIAMSON, DUDLEY E.
Production — KOL, Seattle. Manager.

WILLIS, GORDON
Production — KGGC, San Francisco. Musical Director.

WILLSON, JIMMIE
Production — WWL, New Orleans. Program Manager.

WILLSON, MEREDITH
Production — KGO and KPO, San Francisco. Musical Director.

WILSHIN, CHARLES
Production — WMCA, New York. Artists Bureau Head.

WILSON, FRED
Production — WTAM, Cleveland.

WILSON, GEORGE
Production — WKBZ, Muskegon, Mich.

WILSON, GEORGE E.
Production — KGBX and KWTO, Springfield, Mo. Artists Bureau Head.

WILSON, WILLIAM ROBERT
Production — WOWO-WGL, Fort Wayne.

WILTTEN, VIRGINIA
Production — WBAP, Fort Worth. Paul Whiteman, Frontier Fiesta Programs NBC, Billy Rose Frontier Fiesta Programs NBC, The Buck Boys, Melodic Moments, Black Night.

WING, GERALD
Production — WROC, Rochester, Minn. Studio Director.

WINNER, MARY
Production — KWBG, Hutchinson, Kan. Artists Bureau Head.

WINSAUER, ROY W.
Production — WCCO, Minneapolis-St. Paul.

WINSTANLEY, ERNEST
Production — WXYZ, Detroit. Sound Technician. Lone Ranger MBS-MRN, Green Hornet MRN, Automobile Club Program MRN, Children's Theater of the Air.

WINTERS, JERRY
Production — WAYX, Waycross, Ga. Musical Director and Artists Bureau Head.

WISE, EDDIE
Production — WEBQ, Harrisburg, Ill. Artists Bureau Head.

WISE, RUSSELL
Production — WTAM, Cleveland. Transcription Supervisor.

WITHROW, E. S.
Production—WJJD, Chicago.

WOLFE, ED
Production — Director. Pepper Young's Family NBC-MBS, Personal Column of the Air NBC, Road of Life NBC.

WOLFE, HOWARD
Production — WMMN, Fairmont, W. Va.

WOLFRAM, ORLAND A.
Production — WAWZ, Zarephath, N. J. Musical Director.

WOOD, HENRY S.
Production — WFBM, Indianapolis, Ind., Hoosier Farm Circle.

WOOD, MILTON
Production — KALE, Portland, Ore.

WOOD, MORRISON
Production — MBS. Director. Backstage Wife, Rich Man's Darling, Painted Dreams, Lucky Girl, Wife Versus Secretary, Shafer Lifetime Revue, Tom, Dick and Harry.

WOOD, RUSSELL ALBERT
Production — WXYZ, Detroit. Arranger, Director, Coach, Choral Director. Junior Matinee.

WOODBURY, T. B.
Production — KDYL, Salt Lake City. Artists Bureau Head and Musical Director.

WOODFIN, DOROTHY COMPERE
Production — WBAP, Fort Worth. Dramatic Director.

WOODS, JOHN R. JR.
Production — WTBO, Cumberland, Md.

WORTH, LONNIE (BEAUFLEUR)
Production — WNEW, New York. Office Manager, Purchasing Agent.

WRAY, ROLLY
Production — KFOX, Long Beach, Calif. Musical Director.

WRIGHT, CHARLES
Production — WELI, New Haven.

WRIGHT, D. E.
Production—CJRM, Regina.

WRIGHT, JIM
Production — KLCN, Blytheville, Ark.

WRIGHT, JOHN H.
Production—WBZ and WBZA, Boston. Musical Director.

WRIGHT, KEN
Production — WCPO, Cincinnati. News Editor.

WRIGHT, KEN
Production — WKY, Oklahoma City. Music Arranger.

WRIGHT, OMER
Production—KHUB, Watsonville, Calif. Musical Director.

WRIGHT, R.
Production — CFRN, Edmonton, Al. Musical Director and Artists Bureau Head.

WRIGHT, WILL E.
Production — KTFI, Twin Falls, Ida. Artists Bureau Head and Musical Director.

WYANT, DALLAS
Production — WSAZ, Huntington, W. Va.

WYLIE, ALLISTER
Production — WIL, St. Louis. Musical Director.

WYLIE, MAX
Production — CBS. Head of Script and Continuity Department.

WYMER, JOHN
Production—WSMK, Dayton.

— Y —

YOUNG, DAVID, R.
Production — KGB, San Diego. Manager.

YOUNG, RUSSELL
Production—WGN, Chicago.

YOUNG, WEYMOUTH "TUBBY" BENTON
Production — KVOO, Tulsa. Musical Director Shannon's Shamrocks, Sunday Afternoon Social, Staff Frolic, Elois and the Swing Four, Among My Souvenirs, Ship O' Dreams.

— Z —

ZACHARY, GEORGE J.
Production — CBS. Assistant Director of Production and Music Department. Script Writer.

ZINK, AL GUILD
Production WMBO, Auburn. Program Director.



THE BUSINESS SIDE OF RADIO



Major Network Billings

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Agency Network Expenditures

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1937 Sponsor Expenditures

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F.T.C. Activities

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Spot Broadcasting

•

Station Representatives

•

American Association of Advertising Agencies

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Contract Forms

•

Advertising Agencies

COMPARATIVE MAJOR NETWORK BILLINGS FOR 1937—1936—1935

COLUMBIA BROADCASTING SYSTEM

	1937	1936	1935
January	$2,378,620	$1,901,023	$1,768,949
February	2,264,317	1,909,146	1,654,461
March	2,555,716	2,172,382	1,829,553
April	2,563,478	1,950,939	1,615,389
May	2,560,558	1,749,517	1,287,455
June	2,476,576	1,502,768	1,066,729
July	1,988,412	1,292,775	910,470
August	1,955,280	1,232,588	879,019
September	2,028,585	1,838,932	1,086,900
October	2,505,485	2,754,802	1,930,512
November	2,654,473	2,429,917	1,722,390
December	2,786,618	2,433,353	1,885,977
Total	$28,722,118	$23,168,142	$17,637,804

MUTUAL BROADCASTING SYSTEM

	1937*	1936
January	$212,967	$166,266
February	227,286	152,064
March	247,124	191,483
April	199,010	137,934
May	149,398	129,907
June	117,388	104,510
July	101,458	109,561
August	96,629	122,065
September	132,866	168,919
October	238,683	271,629
November	258,357	227,543
December	245,465	193,496
Total	$2,226,631	$1,975,377

NATIONAL BROADCASTING COMPANY

(Combined Blue and Red Networks)

	1937	1936	1935
January	$3,541,999	$2,681,895	$2,895,037
February	3,295,782	2,714,300	2,758,319
March	3,614,283	3,037,873	3,025,308
April	3,277,837	2,741,928	2,682,143
May	3,214,819	2,561,720	2,685,211
June	3,003,387	2,323,546	2,380,845
July	2,707,450	2,449,983	2,208,935
August	2,784,977	2,422,431	2,021,365
September	2,850,581	2,886,637	2,163,317
October	3,339,739	3,696,489	2,779,557
November	3,381,346	3,468,728	2,655,100
December	3,639,086	3,558,590	2,893,793
Total	$38,651,286	$34,544,120	$31,148,930

* These figures are gross. Discrepancy between these and amounts previously published monthly in RADIO DAILY is attributed by Mutual to the fact that the earlier figures were inadvertently given out as gross revenue but were actually the net.

AGENCY NATIONAL NETWORK EXPENDITURES

	1937*		1936		1935	
Blackett-Sample Hummert	$7,256,744	(1)	$6,011,665	(1)	$4,774,907	(2)
Lord & Thomas	5,549,195	(2)	5,573,278	(2)	3,335,372	(4)
J. Walter Thompson	5,283,134	(3)	5,148,557	(3)	4,990,644	(1)
Young and Rubicam	3,821,010	(4)	2,244,484	(7)	1,530,673	(7)
Benton and Bowles	3,634,240	(5)	2,419,182	(6)	3,449,439	(3)
Ruthrauff and Ryan	3,450,016	(6)	1,237,928	(12)	886,640	(17)
Compton	3,001,600	(7)	2,018,344	(8)	1,372,179	(10)
N. W. Ayer	2,842,215	(8)	3,276,155	(4)	2,964,094	(5)
Newell-Emmett	1,951,261	(9)	1,189,426	(14)	734,311	(21)
B. B. D. O.	1,801,696	(10)	2,716,819	(5)	1,111,618	(11)

* 1937 billings include Mutual receipts for the first time.

COLUMBIA BROADCASTING SYSTEM 1937 AGENCY GROSS BILLINGS

Ruthrauff & Ryan	$ 3,243,443
Benton & Bowles	2,433,779
Blackett-Sample-Hummert	2,052,412
N. W. Ayer & Son	2,043,329
Newell-Emmett Co.	1,806,541
Lord & Thomas	1,671,007
Neisser-Myerhoff	1,232,960
F. Wallis Armstrong	1,128,540
Young & Rubicam	990,428
B. B. D. O.	949,326
William Esty & Co.	942,162
J. Walter Thompson	838,492
Hutchins Advertising	790,805
Maxon	730,633
Buchanan & Co.	558,045
Knox Reeves Advertising	551,632
Gardner Advertising	530,614
Lennen & Mitchell	528,706
Arthur Kudner	440,040
MacManus, John & Adams	437,900
Hays MacFarland & Co.	381,282
Campbell-Ewald Co.	375,425
The Biow Co.	357,735
Geyer, Cornell & Newell	348,850
Morse International	323,320
Stack-Goble Advertising	286,138
Paris & Peart	275,275
D'Arcy Advertising Co.	265,170
Roche, Williams & Cunnyngham	220,378
Federal Advertising Agency	210,650
The Wessel Co.	210,865
Albert Frank-Guenther-Law	190,509
McCann-Erickson	185,870
Lambert & Feasley	160,480
Brooke, Smith & French	147,690
Donahue & Co.	104,850
E. W. Hellwig Co.	92,505
Rohrabaugh & Gibson	89,625
Compton Advertising	85,500
Co-Operative Advertising	69,740
Charles R. Stuart	54,120
Fletcher & Ellis	52,303
Peck Advertising Agency	44,775
Botsford, Constantine & Gardner	38,405
Cockfield, Brown & Co.	37,588
Lawrence C. Gumbinner	29,525
L. D. Wertheimer	22,960
Milton Weinberg	22,420
Hixson-O'Donnell	17,610
McCord Co.	16,120
Barnes-Chase Co.	14,526
Westco Advertising Agency	13,060
The Caples Co.	11,795
James F. Fay Co.	11,040
A. J. Denne & Co.	10,869
Broadcast Advertising, Inc.	9,386
Frances Hooper	8,094
Gillham Adv. Agency	6,480
A. McKim, Ltd.	5,940
Pacific Market Builders	5,681
Raymond R. Morgan Co.	4,320
Walker & Downing	3,775
Baker Adv. Agency	2,700
Walsh Advertising Co.	2,500
James Houlihan	1,485
Sidney Garfinkel	990
Grand Total	$28,722,118

MUTUAL BROADCASTING SYSTEM
1937 AGENCY GROSS BILLINGS

Erwin, Wasey & Co.	$224,611
Brooke, Smith, French & Dorrance	224,229
Ruthrauff & Ryan	125,573
Blackett-Sample-Hummert	117,665
Franklin Bruck Adv.	98,633
R. H. Alber & Co.	96,556
Charles Dallas Reach	91,774
William Esty & Co.	91,101
B. B. D. O.	88,208
United States Adv.	85,185
Baggaley, Horton & Hoyt	79,028
Kelly, Stuhlman & Zarndt	69,064
J. Walter Thompson	67,727
H. M. Kiesewetter Adv.	63,818
Young & Rubicam	57,902
Albert M. Ross	54,731
Scholtz Advertising	46,411
Thompson Koch	44,660
Roche, Williams & Cunnyngham	40,031
H. W. Kastor	33,462
Redfield-Johnstone	32,466
Luckey Bowman, Inc.	30,815
Cecil, Warwick & Legler	28,587
Howard E. Williams	20,811
Dorland International	19,632
Presba, Fellers & Presba	18,005
Vanderbie & Rubens	17,451
N. W. Ayer & Son	16,720
Stack-Goble	16,610
Hanff-Metzger of Ill.	16,080
Russell M. Speeds	12,720
Benson & Dall	12,512
Hays MacFarland	12,398
Badger, Browning & Hersey	12,004
Rogers & Smith	10,927
Peck Advertising	10,436
Brown & Tarcher	9,761
The Biow Co.	7,858
Mitchell-Faust	7,644
Aubrey, Moore & Wallace	6,360
Lord & Thomas	5,600
Fisher, Zealand	5,072
Fulton, de Garmo & Ellis	4,745
Kirtland Engel	4,284
Chambers & Wiswell	4,278
Critchfield & Co.	4,100
Small & Seiffer	4,050
Weston-Barnett	3,744
Ben Rocke Productions	3,288
Reincke, Ellis, Younggreen & Finn	3,120
Fairfax Adv.	2,283
Frank Presbrey	1,224
Leighton & Nelson	600

NATIONAL BROADCASTING CO.
1937 AGENCY GROSS BILLINGS

Blackett-Sample-Hummert	$5,086,667
J. Walter Thompson Co.	4,376,915
Lord & Thomas	3,872,588
Compton Advertising	2,916,100
Young & Rubicam	2,772,689
Wade Advertising Agency	1,457,470
Benton & Bowles	1,200,461
Stack-Goble Advertising Agency	1,192,559
Kastor & Sons Advertising	873,255
Lennen & Mitchell	851,357
N. W. Ayer & Son	782,166
B. B. D. & O.	764,162
McCann-Erickson	698,496
Roche, Williams & Cunnyngham	698,101
Erwin, Wasey & Co., Ltd.	695,652
Pedlar & Ryan	609,161
Aubrey, Moore & Wallace	582,611
Sweeney & James Co.	537,634
Campbell-Ewald Co.	518,683
The Biow Co.	509,704
Hutchinson Adv.	504,521
Cecil, Warwick & Legler	482,600
Needham, Louis & Brorby	455,744
Maxon, Inc.	416,155
Gardner Advertising	397,712
Fuller & Smith & Ross	344,659
Arthur Kudner	330,301
MacManus, John & Adams	318,529
L. W. Ramsey Co.	257,462
Henri, Hurst & McDonald	201,475
Peck Advertising Agency	157,296
Hickson-O'Donnell	156,236
Bermingham, Castleman & Pierce	155,232
Newell-Emmett Co.	144,720
Blaker Advertising	144,104
Donahue & Coe	143,836
D. P. Brother & Co.	142,451
Westco Adv. Agency	140,913
McJunkin Adv. Co.	133,674
Russell Comer Adv.	113,216
Kenyon & Eckhardt	102,336
Brown Adv. Agency	91,226
Southmayd	83,699
Wessel Co.	75,919
Ralph H. Jones Co.	70,856
McKee, Albright & Ivey	68,280
Baggaley, Horton & Hoyt	67,298
Leo Burnett Co.	64,688
Howard Williams Co.	64,360
Walker & Downing	63,560
Lambert & Feasley	58,344
H. C. Bernsten Agency	57,888
Brown & Tarcher	55,848

COLUMBIA BROADCASTING SYSTEM
1937 SPONSOR EXPENDITURES

Lever Brothers Co.	$ 2,182,123
Colgate-Palmolive-Peet	1,880,870
Liggett and Myers	1,806,541
Ford Motor Co.	1,649,309
American Tobacco Co.	1,562,480
William Wrigley, Jr., Co.	1,241,054
General Mills, Inc.	1,238,912
Campbell Soup Co.	1,166,128
American Home Products	1,144,318
Chrysler Sales Corp.	911,051
General Motors Corp.	864,460

Philco Radio	790,805
R. J. Reynolds Tobacco Co.	790,315
H. J. Heinz Co.	730,633
Continental Baking Co.	620,209
Lehn and Fink Products Co.	583,003
The Texas Co.	558,045
Pet Milk Sales Corp.	537,094
Nash-Kelvinator Corp.	534,673
Gillette Safety Razor	507,815
General Foods Corp.	432,751
U. S. Tobacco Co.	388,905
Stewart Warner Corp.	381,282
E. I. DuPont de Nemours	367,205
Philip Morris & Co.	357,735
Gulf Refining Co.	352,710
Vick Chemical Co.	323,320
Lady Esther Co.	316,180
Great A. and P. Tea Co.	275,275
Atlantic Refining Co.	274,810
Coca Cola Co.	265,170
Cudahy Packing Co.	220,378
Group of American Banks	201,865
R. B. Davis Co.	195,690
Beneficial Management	190,509
Time, Inc.	158,235
General Baking Co.	151,856
Hudson Motor Car Co.	147,690
Sinclair Refining Co.	141,700
Fels & Co.	139,211
Phillips Petroleum Corp.	136,700
National Biscuit Co.	135,110
Sterling Products, Inc.	119,339
Servel Sales, Inc.	117,265
Carborundum Co.	114,690
National Ice Adv., Inc.	104,850
P. Lorillard Co.	103,490
Corn Products Refining Co.	92,505
Wheatena Corp.	89,625
Phillips Packing Co.	85,500
F. and F. Laboratories	85,315
International Silver Co.	79,325
Swift & Co.	75,125
Barnsdall Refining Co.	69,740
Knox Gelatine Co.	68,950
Bank of America	54,120
Ward Baking Co.	52,303
Chesebrough Mfg. Co.	50,760
J. B. Ford Co.	47,950
Manhattan Soap Co.	44,775
Florida Citrus Commission	40,225
Durkee's Famous Foods, Ltd.	37,295
Zenith Radio Corp.	33,420
Brown & Williamson	30,870
Skelly Oil Co.	29,220
Tidewater Associated Oil Co.	26,752
A. J. Krank Co.	24,240
Lambert Pharmacal Co.	23,780
Thomas Cook & Son	22,960
Noxzema Chemical Co.	17,610
Rio Grande Oil Co.	17,610
Los Angeles Soap Co.	14,526
Raymonds, Inc.	14,300
Illinois Central	11,795
Homemaker's Council	11,040
Marjorie Mills	9,386
Geo. A. Hormel Co.	9,205
Elgin National Watch Co.	6,370
Sylmar Packing Co.	5,681
Gilmore Oil Co.	4,320
Holland Furnace Co.	4,308
Table Products, Inc.	4,290
Burdett College	3,960
Pa. Publicity Commission	3,775
Atchison, T. & S. F. R. R.	1,843
Roma Wine Co.	1,485
Ore. State Hway. Commission	1,110
Euclid Candy Co.	990
Grand Total	$28,722,118

MUTUAL BROADCASTING SYSTEM
1937 SPONSOR EXPENDITURES

Gordon Baking Co.	$193,882.71
Hecker Products Corp.	166,647.90
Silver Dust ...$88,207.90	
H-O Cereals ... 78,440.00	
Gospel Broadcasting Assn.	96,556.05
Wander Co.	92,909.50
Admiracion Laboratories	91,774.00
Journal of Living	81,618.00
Varady of Vienna, Inc.	79 027.50
Macfadden Publications	72,755.00
Lutheran Laymen's League	69,063.90
Libby, McNeil & Libby	67,727.00
Mennen Co.	63,817.56
Sterling Products Co.	61,610.20
Fels & Co.	57,902.40
Musterole Co. & E. W. Rose Co.	57,309.50
Health Products	56,265.00
Social Justice Publishing Co.	54,731.00
Wasey Products	54,388.50
Procter & Gamble Co.	49,535.00
Willys-Overland Auto. Co.	47,635.25
Western Bakeries	46 410.66
Cudahy Packing Co.	40,030.80
Owens Illinois Glass Co.	37,550.00
Lehn & Fink	34,916.00
Crown Overall Co.	33,462.00
Local Cooperative Campaign	32,466.00
Crazy Water Hotel Co.	30,815.00
H. Fendrich	26,652.00
D. L. & W. Coal Co.	26,166.00
Maine Development Co.	25,532.00
Commentator Magazine	25,090.00
Barbasol Co.	23,796.25
Duart Sales Co.	20,811.00
Local Department Stores	19,632.10
General Mills	18,270.00
Olsen Rug Co.	18,005.00
Murine Co.	17,451.00
Kellogg Co.	16,720.00
Grove Laboratories	16,610.00
Pure Mill Cheese Co.	16,080.00
W. A. Sheaffer Pen Co.	12,720.00
Consolidated Drug Products	12,511.99
Rabin Co.	12,398.00
American Chicle Co.	12,003.75
Little Crow Milling Co.	10,926.67
Skol, Inc.	10,436.75
N. American Accident Insurance Co.	9,815.00
McKesson & Robbins, Inc.	9,760.50
Humphreys Homeo Medicine Co.	7,858.32
Campbell Cereal Co.	7,643.75
Health Aids	7,200.00
Fresh Milk Industry	6,360.00
American Tobacco Co.	5,600.00
Democratic State Committee	5,072.00
Cortlandt Baking Co.	4,814.00
Parker Watch Co.	4,745.00
Lovely Lady	4,284.00
Katro-Lak Laboratories, Inc.	4,277.50
Chicago Engineering Works, Inc.	4,100.00
F. Fougera & Co.	4,050.00
American Bird Products	3,744.00
Elizabeth Arden	3,496.50
Rocke News Syndicated Program	3,288.00
Wallace Biscuit Co.	3,120.00
Crusaders	2,283.00
Delv, Ltd.	1,440.00
National Silver Co.	1,224.00
Saratoga Assn. for Improvement of Horses	600.00
Total	$2,226,630.54

NATIONAL BROADCASTING CO.
1937 SPONSOR EXPENDITURES*

Adam Hat Stores	$ 10,476
Allegheny Steel Co.	50,216
American Can Co.	344,659
American Home Products	1,403,496
American Oil Co.	3,722
American Radiator & S. S. Co.	144,104
American Rolling Mill Co.	41,669
American Tobacco Co.	772,374
Arden, Elizabeth	72,546
Axton-Fisher Tobacco Co.	116,868
Babbitt, B. T., Inc.	385,032
Bank of America	15,888
Best Foods, Inc.	7,092
Better Speech Institute	5,868
Bowey's, Inc.	159,432
Bristol-Myers Co.	762,200
Brown & Williamson	322,534
Calif. Chain Store Assn.	12,220
Calif. Conserving Co.	18,720
Campana Sales Co.	583,123
Cardinet Candy Co.	33,200
Carnation Co.	462,168
Caswell, George W., & Co.	4,608
Cities Service Co.	575,603
Consolidated Oil Corp.	7,372
Cook, Thomas, & Son-Wagon Lits.	4,590
Cummer Products Co.	320,988
Cycle Trades of America	156,356
Drackett Co.	70,856
Duart Mfg. Co., Ltd.	64,360
Duff-Norton Mfg. Co.	13,344
Emerson Drug Co.	44,408
Falstaff Brewing Corp.	30,228
Fendrich, H., Inc.	38,870
Ferry-Morse Seed Co.	3,328
Firestone Tire & Rubber Co.	537,634
Fitch, F. W., Co.	257,462
Ford Motor Co.	118,976
Gallenkamp Stores Co.	22,578
General Electric Co.	372,635
General Foods Corp.	2,332,193
General Mills, Inc.	293,713
General Motors Corp.	953,831
Gilmore Oil Co.	35,796
Globe Grain & Milling Co.	5,360
Griffin Mfg. Co., Inc.	155,232
Griswold Mfg. Co.	7,240
Group of American Banks	75,919
Grove Laboratories, Inc.	172,464
Gruen Watch Co.	92,040
Horlick's Malted Milk	519,200
Household Finance Corp.	244,348
Hudson Coal Co.	24,198
Humphrey's Homeo. Med. Co.	15,920
International Cellucotton	108,360
International Shoe Co.	7,332
International Silver Co.	61,620
Iodent Chemical Co.	43,520
Jel-Sert Co.	7,946
Jergens-Woodbury Sales	841,457
Johnson, S. C., & Son	455,744
Kay Jewelry Co.	3,096
Kellogg Co.	563,373
Koppers Coke Co., Inc.	$ 13,422
Krueger, G., Brewing Co.	27,792
Lady Esther Co.	683,860
Lambert Co.	58,344
Lamont Corliss & Co.	290,664
Langendorf United Bakeries	35,144
Lewis-Howe Co.	312,548
Local Loan Co.	5,136
Loose-Wiles Biscuit Co.	144,720
Luden's, Inc.	36,036
Macfadden Publications	283,476
Manhattan Soap Co.	70,044
Marrow, J. W., Mfg. Co.	84,542
Maybelline Co.	29,988
Miles Laboratories, Inc.	1,457,470
Modern Food Process Co.	20,580
Modern Magazines, Inc.	9,900
Moore, Benjamin, & Co.	33,044
Morrell, John, & Co., Inc.	47,304
Morris, Philip, & Co., Ltd.	465,992
Mueller, C. F., Co.	102,336
National Biscuit Co.	101,320
National Dairy Products	1,275,202
National Ice Advertising	143,836
Occidental Life Ins. Co.	19,200
Oxo, Ltd.	2,744
Pacific Coast Borax Co.	278,236
Pacific Guano Co.	1,872
Packard Motor Car Co.	757,820
Packers Tar Soap, Inc.	148,902
Pepperell Mfg. Co.	36,720
Pepsodent Co.	1,269,158
Pillsbury Flour Mills Co.	504,521
Princess Pat, Ltd.	133,674
Procter & Gamble Co.	4,456,525
Pro-Ker Laboratories	3,354
Quaker Oats Co.	222,426
Radio Corp. of America	1,153,585
Radio Guide, Inc.	4,272
Ralston-Purina Co.	367,484
Real Silk Hosiery Mills	64,688
Regional Advertisers, Inc.	107,248
Richfield Oil Co. of Calif.	214,124
Scott Paper Co.	13,312
Shell Union Oil Co.	283,110
Sherwin Williams Co.	321,295
Signal Oil & Gas Co.	49,512
Smart, David A., Publisher	71,570
Smith Brothers	55,848
Standard Brands, Inc.	2,508,139
Standard Oil Co. of Calif.	84,508
Sterling Products, Inc.	2,169,836
Stewart-Warner Corp.	8,480
Studebaker Corp.	130,692
Sun Oil Co.	567,409
Sussman, Wormser & Co.	38,528
Swift & Co.	53,130
Tastyeast, Inc.	89,488
Tidewater-Associated Oil Co.	23,638
Tillamook Creamery Assn.	10,924
Time, Inc.	68,328
Union Oil Co. of Calif.	53,436
United Drug, Inc. (Owl Drug)	24,403
Vocational Service, Inc.	3,072
Wander Co.	317,330
Warner, William R.	136,134
Wasey Products Co.	233,484
Washington, G., Coffee	112,096
Welch Grape Juice Co.	191,788
Wesson Oil & Snowdrift Sales	42,072
Zenith Radio Corp.	118,772

* Listed in alphabetical order as supplied by NBC.

FEDERAL TRADE COMMISSION

Functions of the FTC with respect to radio advertising matter, and the Commission's activities for the fiscal year 1936-37, as contained in its annual report to Congress

THE Federal Trade Commission began the review of advertising copy broadcast over the radio at the beginning of the fiscal year 1934-35. At the outset, the Commission, through the Special Board of Investigation, made a survey of all commercial continuities, covering the broadcasts of all radio stations during July, 1934. The volume of returns received and the character of the announcements indicated that a satisfactory continuous scrutiny of current broadcasts could be maintained with a limited force and at relatively small expense, by adopting a plan of grouping the stations for certain specific periods.

Consequently, beginning with September, 1934, calls have been issued to individual radio stations at the rate of four times yearly for each station, according to their licensed power and location in the five radio zones established by the Federal Communications Commission. These returns cover specified 15-day periods.

National and regional networks, however, respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hook-ups are used involving two or more affiliated or member stations.

Producers of electrical-transcription recordings submit regularly monthly returns of typed copies of the commercial portions of all recordings manufactured by them for radio broadcast. As the actual broadcast of a commercial recording is not always known to the manufacturer of an article being advertised, the Commission's knowledge of current transcription programs is supplemented by special reports from individual stations from time to time, listing the programs of recorded transcriptions with essential data as to the names of the advertisers, and the articles sponsored.

The combined material received furnishes representative and specific data on the character of current radio advertising which has proven of great value in the efforts to prevent false and misleading representations.

During the fiscal year ended June 30, 1937, the Commission received copies of 439,393 commercial broadcasts by individual radio stations and 30,983 commercial broadcasts by networks, or chain originating key stations. The broadcasts from the independent stations averaged 1½ pages each and from the networks 10 pages each.

The special board and its staff read and marked about 959,264 pages of typewritten copies during the year, or an average of 3,145 pages every working day. From this material, 24,558 commercial broadcasts were marked for further study as containing representations that may have been false or misleading. These were assembled in 1,275 prospective cases for further review and procedure in instances that appeared to require it.

From data now accumulated as a result of the first three years' systematic review of radio advertising, the Commission is in a position to ascertain the sources of the more objectionable examples of broadcast advertising, and to take action where necessary.

The Commission is receiving the helpful cooperation of the 620 active commercial radio stations and of newspaper and magazine publishers generally, and notes a desire on the part of broadcasters and publishers to aid in the elimination of false and misleading advertising.

In its examination of advertising, the

Commission's only purpose is to prevent false and misleading representations. It does not undertake to dictate what an advertiser shall say, but rather indicates what he may not say under the law. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices held to be unfair to competitors in interstate commerce.

Procedure in advertising cases.—If a periodical or radio advertisement appears on its face to be misleading, the Commission sends a questionnaire to the advertiser, requesting a sample of his product, if this is practicable, and a quantitative formula, if the product is a compound, and also requests copies of all advertisements published during the year, together with copies of all booklets, folders, circulars, form letters, and other advertising literature used. Upon receipt of this data, the claims, sample, and formula are referred to an appropriate technical agency of the Government for scientific opinion. Upon receipt of this opinion, the advertising is carefully studied, and a list of numbered excerpts made that appear to require justification or explanation. A copy of this numbered list and a copy of the opinions received are sent to the advertiser, who may then submit such evidence as he thinks may justify or explain the representations in his advertising.

An advertiser may answer by correspondence, or upon request, may confer in person with the special board. If the advertiser justifies the representations that have been questioned, the board reports the matter to the Commission with a recommendation that the case be closed without prejudice to the right of the Commission to reopen it should it become necessary. If he is unable to justify any material statement in his advertising which the board has reason to believe is false or misleading, the board reports the matter to the Commission with a recommendation that the case be docketed, and the entire matter referred back to the board for negotiation of a stipulation or agreement to abandon the unfair representations alleged, provided the advertiser desires to dispose of the matter in that way.

If the Commission approves such recommendation, the board then prepares a stipulation and forwards it to the advertiser for execution. If the advertiser objects to any of the provisions of the stipulation, he may negotiate further by mail or in person, and when a stipulation has been finally agreed to and signed by the advertiser, the matter is again reported to the Commission with recommendation that the stipulation be accepted and the case closed.

Experience has shown that the elimination of unfair methods of competition can be accomplished not only by cease and desist orders but by stipulation. Not only is the stipulation method effective and speedy, but it is inexpensive for both the Government and the respondent.

Number of cases handled.—During the last fiscal year the Commission, through its special board, sent questionnaires to advertisers in 836 cases, negotiated 346 stipulations, and settled and closed by its various methods of procedure a total of 814 cases. The board recommended that complaints be issued in 12 cases for failure to execute stipulations and in 43 cases for violating stipulations. In several cases the board recommended that complaints be issued without giving the advertisers an opportunity to stipulate because of gross deception or danger to the public involved in the practices in which they were engaged.

In 294 cases the board recommended filing the assembled data and closing the cases without prejudice to the right of the Commission to reopen them at any time the facts warranted. Several cases were closed because the Post Office Department had issued fraud orders against the respondents concerned. Others were closed because the parties respondent had discontinued advertising or selling without intent to resume, and others because the advertisers were able to justify their claims.

At the beginning of the fiscal year, 284 cases were pending before the special board. At the end of the year, 306 cases were pending.

Commission has access to scientific services — Effective cooperation continued throughout the year with other departments of the Government. The Commission has access to the laboratories, libraries, and other facilities of various agencies of the Federal Government, including the Bureau of Standards, the Public Health Service, and the Food and Drug Administration of the Department of Agriculture, to any of which it may refer a matter for scientific opinion. In addition, the Commission, when necessary, obtains medical and other scientific information and opinions from nongovernment hospitals, clinics and laboratories. Such material and cooperation are often particularly helpful in enabling the Commission to reach sound and fair conclusions with respect to scientific and technical questions which come before it, and especially so in connection with much of the work of the Special Board.

SPOT BROADCASTING

(National)

Revenue from the national spot broadcasting field to a large number of stations spells the difference between a profitable year, or a deficit. The life-line between the red or black ledger lies with the national station representative. His relations with the agency personnel who do the time buying for the national accounts are very important.

There are less than 50 national representatives in the field and they represent only about a half of the 700 licensed radio stations. Of these 50 reps, 12 placed more than a half of the $27,000,000 which it is estimated was spent for national spot time during 1937.

The most vital trend to take shape in 1937 was the opening of sales offices in key cities by WOR, WFIL and WCAU. Finding that its national station representative was making more in commissions than any of the station's regular personnel, WOR decided to drop its rep and open its own sales offices in Chicago and Boston. Station found that most of its out-of-town revenue was billed from these two cities.

WFIL in August followed suit with a New York office as did WCAU. WNBF not only opened a New York office but put in a direct line between the office and its Binghamton studios. Live programs or transcriptions may be aired over WNBF direct from New York.

The usual switch of radio accounts from one rep to another took place during the year. John Blair & Co. took over the enlarged Don Lee network. Paul H. Raymer Co. got the representation of the McClatchy web and the Michigan network. Weed & Co. in addition to adding a number of domestic stations branched out into the Canadian radio field. WCKY, which has never had a station rep, succumbed during the year and signed with Free & Peters Inc. Edward Petry & Co. resigned a five-year contract with John Shepard III and also added KSTP to its list.

The most important reorganization in the rep business took place in late December when Emile Gough resigned the vice-presidency of Hearst Radio Inc. Reorganization plan advanced Elliott Roosevelt from a vice-presidency in charge of southwestern Hearst stations to the post of president and general manager of Hearst Radio. J. V. Connolly, former president, became chairman of the board. Al Cormier became executive assistant to Roosevelt, in addition to holding his WINS managership. The sales force became a Hearst subsidiary known as International Radio Sales with Murray Grabhorn, Hearst Radio vice-president, as head of the subsidiary. International Radio went out into the field to sign up key radio stations not located in cities which have a Hearst station. Heretofore Hearst had confined his rep business to the Hearst owned stations.

The time clearance problem is the paramount difficulty which representatives have to combat today. With networks selling more and more of their contract time less time is available for spots. This condition is more serious with reps having a large number of network affiliates on its list. Closer cooperation between the station and its national representative will do much to alleviate the problem.

MORE THAN 20 YEARS
IN ADVERTISING

J. J. DEVINE & ASSOCIATES, INC.

Radio Station Representatives

AGGRESSIVE ACCOUNT SOLICITATION—MARKET SURVEYS—
SALES PROMOTION MATERIAL
ADVERTISING

COMPLETE REPRESENTATIVE SERVICE FOR INDEPENDENT
AND NETWORK STATIONS

Headquarters—
New York, Chrysler Building, 405 Lexington Avenue

Branch Sales Offices—
Chicago—307 N. Michigan Ave.
Atlanta—206 Palmer Bldg.
Detroit—817 New Center Bldg.
Pittsburgh—438 Oliver Bldg.

RADIO EXECUTIVES READ RADIO DAILY REGULARLY

RADIO STATION ☆ REPRESENTATIVES ☆

ASSOCIATED BROADCAST ADVERTISING CO.

New York—152 West 42nd Street.....Wisconsin 7-2299
Irving T. Porter, Commercial Manager; Miss G. Baron, Script Department.
Station—WFAS.

HIBBARD AYER

New York—350 Madison Avenue.....Murray Hill 2-2046
Stations—WSOC, WLBC, WBRK, WNBF, WSPR, WCBS, WATR.

WALTER BIDDICK COMPANY

Los Angeles—568 Chamber of Commerce Bldg.....Richmond 6184
Walter Biddick, President; James C. McCormick, Jr.; T. N. Turner, Guy Mead.
San Francisco—1358 Russ Bldg., Walter Monroe, Jr., Manager.....Sutter 5415
Seattle—1038 Exchange Bldg., John Kiewel, Manager.....Main 6440
Stations—KTAR, KVOA, KFSD, KFOX, KFWB, KTMS, KARM, KDON, KJBS, KROY, KVEC, KHSL, KIEV, KYOS, KTRB, KLX, KSRO, KTKC, KAST, KFJI, KOOS, KMED, KRNR, KXL, KLO, KUJ, KFPY, KGVO, KGIR, KTSM, KGU, KFQD, KGBU, KFBI, KMA, KID, KTFI, KSEI, KFXD, KRLC, KGHF, KFXJ, KDFN, KWYO.

JOHN BLAIR & COMPANY

Chicago—520 N. Michigan Avenue.....Superior 8660
John Blair, President; George Bolling, Vice-President; Lindsay Spight, Vice-President; Gale Blocki, Charles Dilcher, Charles Freeman.
New York City—341 Madison Avenue.....Murray Hill 2-6084
George Bolling, Vice-President; Richard Buckley, William Weldon.
Detroit—New Center Bldg., R. H. Bolling.....Madison 7889
Los Angeles—438 Chamber of Commerce Bldg., Carlton E. Coveny.....Prospect 3548
San Francisco—608 Russ Bldg., Lindsay Spight, Vice-President.....Douglas 3188
Seattle—1411 Fourth Avenue Bldg., Dick McBroom.....Seneca 2377
Stations—Don Lee Network, KOB, KFDM, KIDO, WNBS, WHIO, WMMN, KFEL, KTRH, WROL, WDSU, WOW, KDYL, WGBI, WSPD, WWVA.

BRANHAM CO.

New York—230 Park Avenue.....Murray Hill 6-1860
M. H. Long, Vice-President; James H. Connolly, Manager of radio department.
Chicago—360 N. Michigan Avenue.....Central 5726
John Petrie, President; Joseph Timlin, Manager radio department.
Detroit—General Motors Bldg., Elmer R. Bornman.....Madison 8893
Dallas—723 Mercantile Bldg., A. J. Putman.....Dallas 2-8569
Atlanta—Rhodes Haverty Bldg., J. B. Keough.....Walnut 4851
St. Louis—Arcade Bldg., W. F. Patzlaff.....Chestnut 6192
Kansas City—National Fidelity Life Bldg., G. F. Dillon.....Harrison 1023
San Francisco—235 Montgomery St., A. B. Fenger.....Garfield 6740
Los Angeles—1151 South Broadway, G. D. Close.....Prospect 3471
Portland—920 S. W. Sixth Ave., G. A. Wellington.....Atwater 2414
Seattle—1004 Second Ave., A. G. Neitz.....Seneca 4480
Stations—KWKH, KTBS, KBIX, WTJS, WMC, KRLD, WWNC, West Virginia network (WCHS, WPAR, WBLK).

BROADCASTING ABROAD, LTD.

(Latin America Representative)

New York—119 West 57th Street.....Circle 7-4161
Henry G. Hoberg, Executive Vice-President; Edward R. Parker, Vice-Presi-

dent; George H. Hanauer, Sales Manager.
Stations—in Argentina, Bolivia, Brazil, Canary Island, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Philippine Islands, Puerto Rico, Spain, Uruguay, Venezuela.

HOWARD C. BROWN

Hollywood—6231 Afton Place.....Hollywood 6045
Station—3XY, Melbourne, Australia.

BRYANT, GRIFFITH & BRUNSON, INC.

New York City—9 East 41st Street.....Murray Hill 2-2174
Harry C. Griffith, President and General Manager; George Gundling, Secretary; A. F. Altritt, F. J. Coyle.
Chicago—360 N. Michigan Avenue.....Andover 1040
F. F. Parsons, Vice-President; W. W. Sauerberg, Roy Black, John Murphy.
Detroit—General Motors Bldg., Harry W. Pollard, Vice-President.....Madison 3534
Boston—201 Devonshire Street, J. F. Walsh.....Liberty 4259
Atlanta—Walton Bldg., B. Frank Cook.....Walnut 1231
Salt Lake City—838 - 24 St. (Ogden, Utah), Wayne Eldredge
Stations—WFBC, KLO, WAIR, WGTM.

BRYANT PUBLICITY SERVICE

New York City—868 Carnegie Hall, Gordon H. Bryant, General Manager..Columbus 5-7882
Station—WGAR.

CHARLES C. CALEY

Peoria—Alliance Life Bldg.....Peoria 7133
Station—WDZ.

CAPPER PUBLICATIONS

New York City—420 Lexington Avenue.....Mohawk 4-3280
Philip Zach, Advertising Manager; William L. McKee, Dean A. Bailey.
Chicago—180 N. Michigan Avenue, Felix Morris.....Central 5977
Detroit—General Motors Bldg., E. J. McKernan.....Madison 2125
San Francisco—1207 Russ Bldg., William B. Flowers.....Douglas 5220
Stations—WIBW, KCKN.

CONQUEST ALLIANCE CO., INC.

(Latin America Representative)

New York—515 Madison Avenue.....Plaza 3-5650
Clarence Venner, President; A. M. Martinez, Vice-President.
Chicago—228 N. LaSalle St., Alfred V. Bamford, Manager.....State 2898
Havana—Metropolitana Bldg., Rene Canizares, Manager
Buenos Aires—Sarmiemto 559, Carlos Degges, Manager
Rio de Janeiro—Edificio Odeon 710, Roberto Constantinesco, Manager

COX AND TANZ

Philadelphia—Drexel Building.....Lombard 1720
A. P. Cox, Co-owner; E. R. Tanz, Co-owner; F. Schlett, T. Cunningham.
New York City—535 Fifth Avenue, E. R. Tanz.....Murray Hill 2-8284
Chicago—228 N. La Salle Street, Joseph C. Cox, Jr.....Franklin 2095
Stations—KUMA, KOTN, KGFJ, KYOS, KTRB, KGIW, KIDW, WPAX, KIUL, WBNO, KGCX, KGFW, WHEB, KLAH, KICA, KRQA, WFAS, WFTC, WMFD, KDLR, WPAY, KFXR, KAST, KFJI, WJAC, WWSW, WSPA, KWTN, WOPI, KNET, KMAC, KONO, KSUB, KXA, KWYO.

CRAIG AND HOLLINGBERY, INC.

New York City—250 Park Avenue.....Plaza 3-8989
F. E. Spencer, Jr., Vice-President and General Manager; Robert Davies, Morton Bolton, Paul F. Adler.
Chicago—307 N. Michigan Avenue.....State 2898
George P. Hollingbery, President; Walter Holden.
Detroit—Park & Adams Street, Fred Hague.....Cherry 5200
Jacksonville—Florida National Bank Bldg., Harry Cummings.....Jacksonville 3-0381
Corporation reported in process of dissolution. George P. Hollingbery Co. New York office located at 420 Lexington Ave. Phone, Murray Hill 3-8078.

J. J. DEVINE & ASSOCIATES

New York City—405 Lexington Avenue.....Murray Hill 6-1118
J. J. Devine, President; James F. Devine, Vice-President; M. F. Devine, Secretary; D. A. Donahue, R. J. McColl, T. P. Murray.
Chicago—307 N. Michigan Avenue.....Central 4270
John A. Toothill, Manager; J. F. Devine.
Detroit—817 New Center Bldg., D. F. Daubel, Manager.....Madison 3350
Pittsburgh—438 Oliver Bldg., L. H. McCamic, Manager.....Atlantic 4723
Stations—WALA, WMFO, WAGF, WBHP, WHBB, WMSD, WJRD, KMTR, WATL, WGPC, WRDW, WRBL, WRGA, WMAZ, WJBL, WHBU, WKBB, WCMI, WLAP, WPAD, KPLC, KRMD, WORL, WELL, WJIM, WBEO, WKBZ, WFOR, KGDE, WHEF, WHBI, WMFD, KHBG, WAML, WAIM, WCHV, WAPO, WHBQ, WAYX.

JAMES F. FAY RADIO BROADCASTING CO.

Boston—1011 Statler Bldg., James F. Fay, President.....Hubbard 1225
Stations—Boston representative for International Radio Sales and others.

GEORGE H. FIELD

New York City—152 W. 42nd Street.....Wisconsin 7-3754
Stations—WADC, WBCM, WNBC, WABI, WSAN, WJIM.

FREE, JOHNS & FIELD, INC.

PERSONNEL AND OFFICES SAME AS FOR—FREE & PETERS, INC.
Stations—WCSC, WIS, WOC, WDAY, KTAT, WNOX, KFAB, WMBD, WPTF, KVI, KTUL, WKBN.

FREE & PETERS, INC.

New York—110 East 42nd Street.....Lexington 2-8660
H. P. Peters, Vice-President; Russel Woodward, N. Y. District Manager; Allen Kerr, John H. Field, Jr.; C. L. Clyne.
Chicago—180 N. Michigan Ave., James L. Free, President.....Franklin 6373
Atlanta—516 Bona Allen Bldg., F. Lacelle Williams.....Jackson 1678
San Francisco—111 Sutter St., A. Leo Browne.....Sutter 4353
Detroit—New Center Bldg., Charles B. Burke.....Trinity 2-8444
Los Angeles—Chamber of Commerce Bldg., Walter Biddick Co.....Richmond 6184
Stations—WHO, WGR-WKBW, WHK, WCLE, WHKC, WOWO-WGL, KMBC, WAVE, WTCN, KOIL, KOIN, KALE, KSD, WFBL, KOL, KSFO, WCKY.

GENE FURGASON & COMPANY

Chicago—221 North La Salle Street.....State 5241
Gene Furgason, President; C. L. Sleininger, Secretary-Treasurer.
New York City—17 East 45th Street.....Murray Hill 2-3734
G. S. Wasser, Manager; James M. Wade.
Detroit—1010 Stephenson Bldg., Sil Aston, Manager.....Trinity 2-0922
Stations—KFYR, KFRU, WGBF, WEOA, WHJB, KTHS, WQAM, WELI, WJAS, KQV, WMBG, WHBF, WFLA, KFNF, WBOW.

NORMAN B. FURMAN, INC.

(Foreign Language Representative)
New York—505 Fifth Ave., Norman B. Furman.....Vanderbilt 3-5175

HORACE HAGEDORN

New York City—551 Fifth Avenue.....Murray Hill 6-1230
Chicago—75 E. Wacker Drive, Howard Wilson.....Central 8744
Kansas City—1002 Walnut Street, R. G. Patterson.....Grand 0810
Stations—Virginia Broadcasting System (WLVA, WCHV, WGH, WBTM, WRNL), WDEV, WMFR.

INTERNATIONAL RADIO SALES

(A Division of Hearst Radio, Inc.)
New York—20 East 57th Street.....Plaza 8-2600
Murray Grabhorn, General Manager; Ed Harvey, Eastern Division Manager; Frank Fenton, Lincoln Simonds.
Chicago—326 W. Madison Avenue.....Central 6124
Naylor Rogers, Manager; J. Curtis Willson.

Detroit—General Motors Bldg., Bob Howard, Manager.
Los Angeles—141 N. Vermont Avenue.....Exposition 1341
San Francisco—3rd & Market Streets, John Livingston, Manager.....Douglas 2536
Oklahoma—Biltmore Bldg., Neal Barrett..... 2-3291
Stations—WCAE, WBAL, WISN, WINS, KOMA, KTSA, KNOW, WACO, KEHE, KYA, WLS, KOY, WDRC, WORC.

E. KATZ SPECIAL ADVERTISING AGENCY

New York City—500 Fifth Avenue.....Longacre 5-4595
G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Sales Manager; G. H. Gunst, A. Doris, S. R. Rintoul, M. O'Mara, Ned Costello, M. Kellner, R. Lees.
Chicago—307 N. Michigan Avenue.....Central 4238
Paul Ray, Manager; Sidney L. Katz, Lowell E. Jackson, O. R. Whitaker, Jr., Stanley Reulman, Davis G. Kirby, A. N. Armstrong, Jr.
Detroit—General Motors Bldg.....Trinity 2-7685
Ralph Bateman, Manager; David H. Decker, Edward J. Flynn.
Kansas City—Bryant Bldg., Carl P. Slater, Gordon Gray.....Victor 7095
Atlanta—22 Marietta Street Bldg.,.....Walnut 4795
Fred M. Bell, Manager; Marvin Smith.
Philadelphia—260 S. Broad Street, M. J. Flynn.....Kingsley 1950
Dallas—Republic Bank Bldg., Frank Brimm.....Dallas 2-7936
San Francisco—Monadnock Bldg., Richard S. Railton.....Sutter 7498
Stations—KIRO, WGST, KGHL, WCFL, WNOX, KVOR, KLZ, KGU, KLRA, WREC, WWL, WKY, KTAR, WDAE, WMT, KSO, KRNT, KANS.

KELLY-SMITH COMPANY

New York City—420 Lexington Avenue.....Mohawk 4-2434
C. F. Kelly, President-Treasurer; F. W. Miller, Vice-President-Secretary; Frank M. Headley, Manager; Lester Blumenthal.
Chicago—180 N. Michigan Avenue, Dwight S. Reed, Manager.....Franklin 4687
Detroit—New Center Bldg., Robert B. Bains, Manager.....Madison 4675
Stations—WSGN, WROK, WSJS, KFEQ.

RAY LINTON

Chicago—360 N. Michigan Avenue.....State 9493
Ray Linton, Manager; William H. Pugh.
Stations—WMCA, Inter-City Broadcasting System.

JOSEPH HERSHEY McGILLVRA

New York—366 Madison Avenue.....Vanderbilt 3-5055
J. C. McGillvra, President; Robert R. Somerville, Allan Rader.
Chicago—919 N. Michigan Avenue.....Superior 3444
J. C. Blevin, Manager.
San Francisco—519 California Street.....Exbrook 1697
Harlan Oakes, Manager.
Toronto—Metropolitan Building.....Adelaide 4429
Nate Colwell, Manager; W. Wright.
Stations—WBRY, WTBO, KGVO, KFQD, KFJM, CKLW, WSFA, KDAL, KGAR, KXBY, KVEC, KERN, KROY, Oklahoma network (KTOK, KCRC, KGFF, KBIX, KADA, KVSO, WBBZ), CJOR, CFCN, CFRN, CJRM, CFQC, CJRC, CFRB, CFRC, CKCO, CKNX, CHRC, CKAC, CFNB, CKCW, CHSJ, CJCB, CHNC, CFCY, CJIC, CFJC, CFCT, CJGX.

J. P. McKINNEY, SPECIAL AGENT

New York City—30 Rockefeller Plaza.....Circle 7-1178
R. H. McKinney, President; C. D. Buddle, L. J. Dillon, G. J. Allan.
Chicago—400 N. Michigan Avenue, Ray Davis.....Superior 9866
San Francisco—742 Market Street, (R. J. Bidwell Co.).....Sutter 5333
Stations—WESG, WTHT, WRAK.

FALLY MARKUS

(South America Representative)

New York City—1560 Broadway.....Medallion 3-4826
Buenos Aires, Argentina—A. diLiello.
Rio de Janeiro, Brazil—P. Jabon.

MICHELSON AND STERNBERG

(Australian Representatives)

New York City—116 Broad Street.....Bowling Green 9-8925

MITCHELL & RUDDELL, INC.

New York City—295 Madison Avenue.....Ashland 4-6698
R. W. Mitchell, President; P. J. Bogner, General Manager; H. B. Ruddell, Vice-President.
Chicago—180 N. Michigan Avenue, H. B. Ruddell, Vice-President.....Central 1160
Kansas City—1004 Baltimore, R. W. Mitchell, President.....Victor 1421
St. Louis—514 Insurance Exchange Bldg., Fred Wright.....Chestnut 1965
Station—WJMS.

NATIONAL BROADCASTING COMPANY

New York City—30 Rockefeller Plaza.....Circle 7-8300
Maurice M. Boyd, J. D. Van Amburgh, John M. Greene, Ralph A. Nordberg, Gordon H. Mills, W. Donald Roberts, W. O. Tilenius.
Boston—Bradford Hotel.....Hancock 4261
Frank R. Bowes, Gordon Norris, Herbert Masse, Christopher Sykes.
Cleveland—1367 East 6th Street, Donald Stratton.....Cherry 0942
Detroit—Fisher Bldg., Robert White.....Trinity 2-7900
Pittsburgh—Grant Bldg., A. L. Halzenbalg.....Grant 4200
Chicago—Merchandise Mart.....Superior 8300
Oliver Morton, Elton Hartenbower.
Hollywood—5515 Melrose Avenue.....Hollywood 3631
Sidney Dixon, Tracy Moore, Jack Stewart.
San Francisco—111 Sutter Street.....Sutter 1920
Glenn Ticer, C. F. Combs, E. Grant, W. B. Grant, W. B. Ryan, L. Allen, Raymond Smart.
Denver—1625 California Street, Robert Owen.....Main 6211
Washington—Trans-Lux Bldg., Kenneth Berkeley.....District 0300
Schenectady—1 River Road, Kolin Hager.....Schenectady 4-2211
Stations—WEAF, WJZ, WBZ-WBZA, WRC, WMAL, WTAM, WENR, WMAQ, KOA, KPO, KGO, KDKA, WGY, KYW.

NORTHWEST RADIO ADVERTISING CO., INC.

Seattle—802 American Bank Bldg.....Main 9282
Edwin A. Kraft, President-General Manager; W. L. Paul, Assistant Manager.
Stations—KINY.

PAN AMERICAN BROADCASTING COMPANY

(Latin America, Alaska, and Newfoundland Representative)

New York City—285 Madison Avenue, E. Bernard, Manager.....Caledonia 5-2500
Branch and associated offices in major export markets.

PAN-AMERICAN RADIO PRODUCTIONS, INC.

(Latin America Representative)

Hollywood, Calif.—Postal Union Bldg., Lucio Villegas, President.....Hillside 4027

HAL E. PEARCE

Seattle—4404 W. H. Stuart Bldg.....Main 6626
Stations—KXRO, KEEN.

JOHN H. PERRY ASSOCIATES

New York City—225 West 39th Street.....Bryant 9-3357
William K. Dorman, Manager; W. T. Kelly, H. Hatchette.
Chicago—122 S. Michigan Avenue, O. J. Ranft, Manager.....Harrison 8085
Detroit—7338 Woodward Avenue, J. J. Higgins, Manager.....Madison 0790
Atlanta—406 Chamber of Commerce Bldg., R. S. Kendrick, Manager.....Walnut 3443
San Francisco—742 Market Street, (R. J. Bidwell Co.).....Garfield 4917
Station—WCOA.

EDWARD PETRY AND COMPANY

New York City—17 East 42nd Street.....Murray Hill 2-3850
Edward Petry, President; Henry Christal, Secretary-Treasurer; Edward

Voynow, Vice-President; Lawrence Field, Henry Ringgold, Morris Mudge, Glen Harker, Albert Young, Jr.

Chicago—400 N. Michigan Avenue.....Delaware 8600
Edward Voynow, George Kercher, John Ashenhurst, Robert Bonile, James L. Thompson.

Detroit—General Motors Bldg.....Madison 1035
Joseph Spadea, Richard S. Bailey.

San Francisco—111 Sutter Street, Earle H. Smith.....Garfield 4010
Stations—WSB, WFBR, WAAB, WNAC, WICC, WEBR, WBEN, WGAR, WFAA, WBAP, WJR, KVOD, KPRC, WFBM, WDAF, KARK, KFI, KECA, WHAS, WLLH, WTMJ, WSM, WSMB, WTAR, WFIL, WEAN, KGW, KEX, WRTD, KSL, WOAI, KOMO, KJR, KHQ, KGA, WMAS, KVOO, KFH, KSTP, Yankee Network, Colonial Network, Texas Quality Network.

RADIO SALES

New York—485 Madison Avenue.....Wickersham 2-2000
A. E. Joscelyn, Eastern Manager; Arthur Kemp, Howard Meighan, Steven Fuld, Kingsley Horton, Howard Schreiber, William Hylan.

Chicago—410 N. Michigan Avenue.....Whitehall 6000
Kelly Smith, General Manager; Paul Wilson.

Detroit—902 Fisher Bldg., Herbert Carlborg.....Trinity 2-5500

San Francisco—Russ Bldg., John Craig.....Garfield 4700

Los Angeles—5939 Sunset Blvd., George Moskovics.....Hollywood 3101
Stations—WAPI, WABC, WBBM, KMOX, WCCO, WEEI, WBT, WJSV, WKRC, KNX, CBS Pacific network, CBS California network and New England network.

WILLIAM G. RAMBEAU COMPANY

New York City—Chanin Bldg. .....Caledonia 5-4940
William G. Rambeau, Owner; Myron A. Elges.

Chicago—1617 Tribune Tower .....Delaware 3838
William H. Cartwright, Manager; H. A. Holman.

Detroit—10-217 General Motors Bldg., Clark Branion, Manager.....Madison 6828

San Francisco—Russ Bldg., Ross C. Rambeau, Manager.....Douglas 1294
Stations—WIRE, WNEW, WIP.

PAUL RAYMER CO.

New York—366 Madison Avenue.....Murray Hill 2-8690
Paul Raymer, President; Fred Brokaw, General Manager; Peirce Romaine.

Chicago—435 N. Michigan Avenue, Edward H. Bower.....Superior 4473

Detroit—General Motors Bldg., Horton W. Mallison.....Trinity 2-8060

San Francisco—Russ Bldg., Edward S. Townsend.....Douglas 2373
Stations—KWK, WJJD, WSYR, WHEC, WPRO, WNBX, WJTN, WRVA, WSBT-WFAM, KSOO-KELO, WDEL, WORK, WREC, WLAC, WDOD, WBRC, WMBR, WDBO, McClatchy group (KFBK, KMJ, KERN, KWG, KOH), Michigan network (WXYZ, WELL, WIBM, WBCM, WKZO, WFDF, WOOD-WASH, WJIM).

GRAHAM A. ROBERTSON

New York City—250 Park Avenue.....Plaza 3-7370

Chicago—35 East Wacker Drive, R. E. Hutchinson, Manager.....Andover 3042

Dallas—401 Mercantile Bldg., Harry McMains, Manager.....Dallas 2-4844
Stations—KXYZ, KRBC, KPLT, KRIS, KTEM, KBST.

SMALL AND BREWER, INC.

Chicago—307 N. Michigan Avenue.....State 8152

New York City—250 Park Avenue.....Wickersham 2-8383

Boston—80 Boylston Street.....Hancock 1524
Stations—WIBA, WTAQ, WHBY, WKBH, WIL, WSAU, KFIZ, KGDM.

TENNEY, WOODWARD AND COMPANY

New York City—110 East 42nd Street.....Ashland 4-1025
Walter Tenney, President; C. L. Fountain, Eastern Manager; John E. Rohde, Western Manager.
Station—WTRC.

TIME ABROAD, LTD.

(Latin America Representative)

New York City—29 West 57th Street, F. V. Meeker, Manager.....Plaza 3-3026

TRANSAMERICAN BROADCASTING AND TELEVISION CORP.

New York City—521 Fifth Avenue.....Murray Hill 6-2370
John L. Clark, President; Emanuel Rosenberg, Executive Vice-President; Virgil Reiter, Vice-President; Hugh K. Boice, Jr., Terry Gunn, Norman Prouty.

Chicago—333 N. Michigan Avenue, C. P. Jaeger, Vice-President.....State 0366

Hollywood—5833 Fernwood Avenue, William V. Ray.....Hollywood 5315
Stations—WLW, WCAU, WSAI, WCAO, WSUN, WOL, KFWB.

J. FRANKLIN VIOLA AND COMPANY

(Foreign Language Representative)

New York City—152 West 42nd Street, J. Franklin Viola, President.....Wisconsin 7-3754

WEED & CO.

New York—350 Madison Avenue.....Vanderbilt 3-6966
Joseph J. Weed, President; J. C. Lyons, N. V. Farrell, Paul Frank.

Chicago—203 N. Wabash Avenue.....Randolph 7730
Neal Weed, Vice-President; William Reilly.

Detroit—Michigan Building, M. J. Thoman.....Cadillac 3810

San Francisco—111 Sutter St., Roy Frothingham.....Douglas 6446
Stations—WTIC, KGLO, WLBZ, WCHS, WCOP, WTAG, KWOS, KFOR, WFEA, WABY, WMFF, WJAR, WJNO, WLEU, WHBL, KFBB—Canadian stations—CFAC, CJCA, CJOC, CJAT, CKWX, CKX, CKY, CJKY, CFCH, CJCS, CKGB, CFCF, CKCK, CHNS, CKPR, CFAR, CKBI.

WELLMAN SERVICE

Philadelphia—1631 Chestnut Street, F. A. Wellman, Owner.....Rittenhouse 6576

New York City—350 Fifth Avenue.....Pennsylvania 6-8643
Stations—WBNY, WHDL, WHIS, WSAZ, WFOY, WSNJ, WMBS, WFBG, WJAC, WRAK, WKOK, WBRE, WKBO, WIBG, WWSW, Quaker Network.

WFIL (Philadelphia, Pa.)

New York City—48 West 48th Street, Jack Stewart, Manager.....Bryant 9-9390

HOWARD H. WILSON COMPANY

New York City—551 Fifth Avenue.....Murray Hill 6-1230
Howard H. Wilson, Horace Hagedorn.

Chicago—75 East Wacker Drive, Howard H. Wilson, Manager.....Central 8744

Kansas City—1002 Walnut Street, James E. Bingham.....Grand 0810
Stations—KFBI, KGNC, KFYO, KRGV, KWJJ, WNAX, WJAG, KGER, KMPC, KGBX, KWTO, WTAX, WJBK, WKZO, WBCM, KGNF, KUOA, KOAM, KMA, KGGM, WAAW, WDGY.

WOR (Newark, N. J.)

Boston—80 Federal Street.....Liberty 0437
Paul A. Belaire, Manager; F. J. Brown.

Chicago—Tribune Tower, Robert J. Barrett, Manager.....Superior 5110

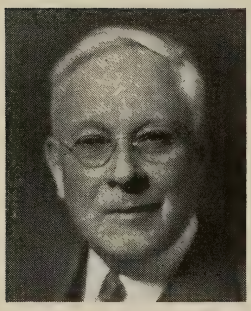
CANADA

ASSOCIATED BROADCASTING CO., LTD.

Toronto—Hermant Bldg. .....Elgin 3345
E. A. Byworth, President; D. H. Copeland, Vice-President; J. C. Tobin, Sales Manager; F. Helson, S. Francis, D. Hughes, A. S. Toby.

Montreal—Crescent Bldg. .....Belair 3325
M. Maxwell, Vice-President; H. W. Corrigan, B. J. Cossman, E. Boisvert.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES



Blackstone Photo

John A. Benson
President

The American Association of Advertising Agencies has just completed 20 years of service to the advertising world. Association was formed in 1917 through the amalgamation of five similar organizations located throughout the country. The principles of the A. A. A. A., or the 4A as it is commonly called, are: "to promote and raise the standards of the advertising and of the advertising business."

To become a member of the 4A all applicants must supply ample data on the age of the agency, its equipment, ownership, experience, character, ability of its staff, financial responsibility, recognition by other organizations, basis of remuneration, scope of agency service and its ethical and business standards.

It is because of these rigid membership requirements that the symbols A. A. A. A. carry so much weight in advertising circles. In radio the bulk of the national network and spot business is placed through A. A. A. A. members. The association, in cooperation with the National Association of Broadcasters, has compiled a standard order blank for spot broadcasting and has engaged in many radio research efforts.

The A. A. A. A. is currently working with the National Association of Broadcasters and the Association of National Advertisers in sponsoring the research work which Paul F. Peter is doing under the name of "The Joint Committee on Radio Research."

In an effort to better radio, the A. A. A. A. was one of the first to point out the evils of the station break announcements. A lack of interest on the part of its members caused the association to drop the matter.

The standard A. A. A. A. agency commission for radio time is 15 per cent and a two per cent cash discount. A talent commission is also allowed. Rebates, no matter what the form, are barred.



Bachrach Photo

F. R. Gamble
Executive Secretary

John A. Benson, president of the A. A. A. A., is the first paid president the association has had. He has continuously held the post since 1928. Frederic R. Gamble, A. A. A. A. executive secretary, has been with the organization since 1928.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

HEADQUARTERS

420 LEXINGTON AVENUE, NEW YORK
Telephone—MOhawk 4-7982

OFFICERS

John Benson
President

Frederic R. Gamble
Executive Secretary

L. W. MacKenzie
Director of Service

COMMITTEE ON RADIO BROADCASTING

Chairman: Chester J. LaRoche
Young & Rubicam, Inc.
285 *Madison Ave., New York*

G. R. Dunham
The Greenleaf Company
20 *Newbury St., Boston*

H. H. Kynett
The Aitkin-Kynett Co.
1400 *S. Penn Sq., Phila.*

Richard G. Marvin
J. Walter Thompson Company
410 *N. Michigan Ave., Chicago*

John U. Reber
J. Walter Thompson Company
420 *Lexington Ave., New York*

Mac Wilkins
Mac Wilkins & Cole, Inc.
544 *Mead Bldg., Portland, Ore.*

Charles F. Gannon
Arthur Kudner Inc.
630 *Fifth Ave., New York*

Arthur Pryor, Jr.
Batten, Barton, Durstine & Osborn, Inc.
383 *Madison Ave., New York*

Donald S. Shaw
McCann-Erickson, Inc.
285 *Madison Ave., New York*

STANDARDS OF PRACTICE

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Revised Statement Adopted At the Twentieth Annual Meeting
White Sulphur Springs, West Virginia
April 29, 1937

We hold that advertising agencies have an obligation not only to their clients but to the media they employ, to the public, and to each other.

This obligation arises from mutuality of interest. The principles which govern the discharge of this obligation are various in application; some are rooted in a standard of honor which we all acknowledge, and others are based on the requirements of good business.

What is unfair in agency practice is explicitly stated in this, our Standards of Practice.

Advertising is a business, and it must therefore operate within the framework of competition. It is not the intention to limit the vigor of competition. Rather, we hold that it is necessary for the health of advertising.

Certain competitive methods are condemned in this code. They are condemned not because they are competitive, but because, if universally used, they would tend to destroy the business of advertising.

PROFESSIONAL PRACTICE

ADVERTISING COPY

It is unsound and unprofessional for the advertising agency to prepare or handle any advertising of an untruthful or indecent character, as exemplified by the following copy practices disapproved in a code jointly adopted by the American Association of Advertising Agencies and the Association of National Advertisers:

1. False statements or misleading exaggerations.
2. Indirect misrepresentation of a product, or service, through distortion of details, or of their true perspective, either editorially or pictorially.
3. Statements or suggestions offensive to public decency.
4. Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few.
5. Price claims that are misleading.
6. Pseudoscientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or practicable application of a statement made by professional or scientific authority.
7. Testimonials which do not reflect the real choice of a competent witness.

Important Government Radio Contracts

by

JOHN B. BRADY, Counsellor at Law

Washington, D. C.

1937 was a big year for many of the manufacturers supplying radio equipment for the United States Government.

Bendix Radio Corporation topped the list of sizable contracts awarded by the United States Government for radio equipment purchased for the Signal Corps, Department of Commerce and other Government departments, with contracts for aircraft radio equipment exceeding $1,702,204.00. Westinghouse Electric and Manufacturing Company appeared second, with contracts for radio range stations for the Department of Commerce of the order of $988,846.00. Federal Telegraph Company received a share of the Department of Commerce contracts for radio range stations of the order of $481,-624.74. General Electric Company received its share of contracts for radio transmitting and receiving apparatus and electron tubes for the Government in the range of $235,824.38. RCA Mfg. Co., Inc., secured a number of Government contracts for radio transmitters and receivers of the order of $118,698.00. Blaw-Knox Company of Pittsburgh secured a Department of Commerce contract for radio towers amounting to $341,265.00.

Additional Government radio contracts were distributed among smaller manufacturers including one Department of Commerce order for radio transmitters with Radio Receptor Company, amounting to $60,271.00.

(*Continued from page* 691)

COMPENSATION

REBATING

The advertising agency should retain the full amount of compensation granted by media owners without direct or indirect rebating.

It shall be considered as rebating to supply materials for advertising on any basis that can be considered as direct, indirect or secret rebating. It shall also be considered as rebating to place men in the service of the advertiser at the agency's expense, or to assume all or part of the salary of any employee of the advertiser, or to pay any fee or compensation to any one connected directly or indirectly with the advertiser, for obtaining or holding an account. It shall also be considered as rebating to agree to allow cash discounts not earned.

EXTRA COMPENSATION

The advertising agency should not take from any third party a profit, discount or commission other than the regular agency compensation allowed by media owners, unless disclosed to the client.

COMPETITION

SPECULATIVE MATERIALS

In view of its obligation to provide adequate service to clients, as well as the sound business principle of making a reasonable profit on its effort, the advertising agency should refrain from practices that dissipate its income in any unsound or uneconomic solicitation for new business.

It is recognized as unsound, uneconomic and unprofessional to submit speculative material in competitive solicitation.

OFFERING CREDIT EXTENSION

It is unsound and uneconomic to offer extension of credit or banking service as an inducement in solicitation.

UNFAIR TACTICS

The advertising agency should compete on merit and not by depreciating a competitor or his work directly or inferentially, or by circulating harmful rumors about him, or by making unwarranted claims of scientific skill in judging or prejudging advertising copy, or by seeking to obtain an account by hiring a key employee away from the agency in charge.

* * *

These Standards of Practice of the American Association of Advertising Agencies are based on the belief that sound practice is good business . . . that confidence and respect are indispensable to success in a business embracing the many intangibles of agency service and involving relationships so dependent upon good faith.

They express ideals which are based on a broad experience of what has been found to be the best advertising practice. They are feasible and practical . . . involving no restrictions which advertising agencies should not voluntarily adopt.

STANDARD CONDITIONS

GOVERNING CONTRACTS AND ORDERS FOR SPOT BROADCASTING

Adopted 1933 by

National Association of Broadcasters

In cooperation with

American Association of Advertising Agencies

1. PAYMENT

[a]. The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this order unless expressly otherwise agreed in writing.

[b]. The agency personally agrees to pay for broadcasting covered by this order, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this order; or, when cash discount is deducted but payment date not specified on the station's rate card, on the fifteenth of the month following.

[c]. In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

[d]. Station's invoices for broadcasting covered by this order shall be in accordance with the station's log and shall so state on each such invoice.

[e]. Invoices should be rendered not less often than monthly.

[f]. The station reserves the right to cancel the order at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit the station shall have the right to change the requirements as to terms of payment for further broadcasting under this order as it may see fit.

2. TERMINATION

[a]. This agreement may be terminated by either party by giving the other two weeks' notice, unless otherwise stipulated on the face of this order. If the agency terminates the agreement it will pay the station according to the station's published rates for the lesser number of periods, for all services previously rendered by the station. If the station terminates the agreemtnt; either, the agency and the station will agree on a satisfactory substitute day or time at the rates in effect at the time this agreement was made, or, the agency will pay the station according to the rates specified herein, for all services previously rendered by the station; that is, the agency shall have the benefit of the same time discounts which the agency would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

3. INABILITY TO BROADCAST

[a]. Should the station, due to public emergency or necessity, legal restriction, Act of God, or at the direction of Federal, State or Municipal authorities or for any other reason beyond the control of the station, be unable to broadcast one of the agency's programs at the time specified, the station shall not be liable to the agency for damages but will communicate with the agency as far in advance as possible. The agency will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled, without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

[b]. If interruptions occur during the entertainment portion of the broadcast, credit shall be given by the station at the pro rata rate for such interruptions of one minute or more duration If interruptions occur during the commercial announcement portion of the broadcast, credit shall be given by the station in the same proportion to the total station time charge which the omitted commercial announcement portion bears to the total commercial announcement in the program. If the interruption equals or exceeds 50% of the total program time the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an Act of God, public emergency or legal restriction.

4. SUBSTITUTION OF SUSTAINING PROGRAM OF PUBLIC IMPORTANCE

[a]. The station shall have the right to cancel any broadcast covered by this order and substitute a sustaining program of such outstanding public

Copyright, 1933, A.A.A.A.

importance that failure to broadcast same would work injury alike to the station and the advertiser. In such case, the station will notify the agency as far in advance as possible, and the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon. In the event of such replacement, when the station notifies the agency less than two weeks in advance of broadcast, the station shall reimburse the agency any non-cancellable cost of live talent.

5. RATES

[a]. It is agreed that the rate named in this order is the lowest rate made by the station for like services and that if at any time during the life of this order the station makes a lower rate for the same services, this order shall be completed at such lower rate from that date.

[b]. All rates shall be published. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

[c]. If this order is continued without interruption beyond the time specified the additional broadcasts shall be considered part of this order and the same rate shall apply until any lower rate prevailing at the time this agreement is made shall have been earned; and then this lower rate shall apply to the whole order. It is agreed, however, that this provision shall not cover a service rendered by the station later than one year from the date of the first broadcast, unless specifically agreed.

Mr. Advertiser

Are you planning any contests? Any graphology campaigns? If so, you naturally will want an experienced person to handle this for you. As one famous man said "Let's look at the record" of

HELEN KING, CONTEST CONSULTANT **who has judged or handled such accounts as ADMIRACION SHAMPOO, KELLOGG'S CORNFLAKES, MOHAWK RUGS, LOG CABIN SYRUP, NUCOA, ROCKEFELLER CENTER, RADIO GUIDE MAGAZINE, NEDICKS STORES, KOLYNOS TOOTHPASTE, etc. Her best reference is the fact that agencies usually recall her!**

HELEN KING, GRAPHOLOGIST, **has been associated with programs on CBS, NBC, MBS and local stations; is President of the American Graphological Society and has written for numerous publications.**

There's never any charge for information or data on contests!

HELEN KING

17 EAST 48th ST., NEW YORK WI-2-1127
(P. S. She's radio editor of ALL STORY Magazine, too!)

6. PROGRAMS

[a]. The order for station time includes the services of the technical staff and of a regular staff announcer. Other talent and services are covered by the program charge in this order which is subject to change by the agency with the consent of the station.

[b]. Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program unless otherwise instructed, or unless program is one of a series, in which case the station shall have the right to announce the name, address and business classification of the advertiser, produce a creditable program and make regular charge for station time and reasonable talent charge to the agency. If the programs are produced locally it shall, following first broadcast, repeat the commercial announcement of the preceding broadcast, using the agreed talent unit.

[c]. Except as otherwise hereinafter expressly provided the agency will save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the programs herein provided for in the form furnished or approved by the agency. Such indemnity shall not apply to the musical compositions performed in non-dramatic form, the unrestricted right to perform which is licensed by ASCAP, provided the agency shall have at least one week prior to each broadcast submitted to the station in writing in duplicate a correct list of the titles of names of composers and copyright owners appearing on the published or unpublished copies of the musical compositions to be used on the said programs. The station agrees, however, to save the agency harmless against all liability where the programs are prepared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished or approved by the agency.

[d]. Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content.

7. GENERAL

[a]. This order is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

[b]. The rights under this order shall not be transferable to another advertiser than the one specified in this order unless the consent of the station has been obtained.

[c]. In dealing with agencies, the station shall follow a uniform policy to avoid discrimination.

[d]. The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

[e]. The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.

NAME OF ADVERTISING AGENCY
ADDRESS
CITY

TO MANAGEMENT OF STATION ORDER NO.

CITY AND STATE DATE

PLEASE FURNISH BROADCASTING FACILITIES TO [advertiser]

FOR [product] NAME OF PROGRAM

Length of Broadcast (Hour) (Days) Times per Week Total No. Times

COMMENCEMENT DATE	EXPIRATION DATE

PROGRAM MATERIAL ARRANGEMENTS

COMMERCIAL ANNOUNCEMENTS

CONTINUITY	CUE SHEETS	TRANSCRIPTIONS

ADDITIONAL INSTRUCTIONS

RATES:	Station Charge	Talent	Line Service	Other Charges	Total
Each Broadcast	$.....	$.....	$.....	$.....	$.....
For.....Broadcasts:	$.....	$.....	$.....	$.....	$.....

LESS TIME DISCOUNT: ———%

LESS AGENCY COMMISSION: 15% of Station Charge

———% of Talent Charge

LESS CASH DISCOUNT: 2% of net time charge if paid by———th of month following services

Subject to standard conditions on back hereof. **Name of Advertising Agency, per**.....

MEMBER OF

American Association of Advertising Agencies

Standard Order Blank for Spot Broadcasting "A.A.A.A. Form"

Copyright 1933. American Association of Advertising Agencies

100 LEADING MARKETS

» IN THE UNITED STATES «

according to relation of population and retail sales (Latest Available Reports). Furnished by National Broadcasting Co.

Rank	City	State	Rank	City	State
1	New York	New York	51	Springfield	Massachusetts
2	Chicago	Illinois	52	Des Moines	Iowa
3	Philadelphia	Pennsylvania	53	Fort Worth	Texas
4	Los Angeles	California	54	Long Beach	California
5	Detroit	Michigan	55	Youngstown	Ohio
6	Boston	Massachusetts	56	Grand Rapids	Michigan
7	Cleveland	Ohio	57	Salt Lake City	Utah
8	Washington	Dist. of Col.	58	Spokane	Washington
9	St. Louis	Missouri	59	Flint	Michigan
10	Baltimore	Maryland	60	Bridgeport	Connecticut
11	San Francisco	California	61	Tulsa	Oklahoma
12	Pittsburgh	Pennsylvania	62	Scranton	Pennsylvania
13	Milwaukee	Wisconsin	63	Sacramento	California
14	Minneapolis	Minnesota	64	Paterson	New Jersey
15	Kansas City	Missouri	65	Jacksonville	Florida
16	Buffalo	New York	66	Norfolk	Virginia
17	Newark	New Jersey	67	Wichita	Kansas
18	Cincinnati	Ohio	68	Reading	Pennsylvania
19	Seattle	Washington	69	Trenton	New Jersey
20	Portland	Oregon	70	Wilmington	Delaware
21	Oakland	California	71	Peoria	Illinois
22	Indianapolis	Indiana	72	Pasadena	California
23	St. Paul	Minnesota	73	Chattanooga	Tennessee
24	Atlanta	Georgia	74	Elizabeth	New Jersey
25	Rochester	New York	75	Fort Wayne	Indiana
26	Denver	Colorado	76	Knoxville	Tennessee
27	Dallas	Texas	77	Fresno	California
28	New Orleans	Louisiana	78	Utica	New York
29	Columbus	Ohio	79	Duluth	Minnesota
30	Houston	Texas	80	Yonkers	New York
31	Providence	Rhode Island	81	Canton	Ohio
32	Toledo	Ohio	82	Tacoma	Washington
33	Memphis	Tennessee	83	Cambridge	Massachusetts
34	Louisville	Kentucky	84	Lansing	Michigan
35	Akron	Ohio	85	Camden	New Jersey
36	Omaha	Nebraska	86	Erie	Pennsylvania
37	Hartford	Connecticut	87	Binghamton	New York
38	Syracuse	New York	88	Wilkes-Barre	Pennsylvania
39	Dayton	Ohio	89	Harrisburg	Pennsylvania
40	Richmond	Virginia	90	Schenectady	New York
41	Albany	New York	91	Portland	Maine
42	San Antonio	Texas	92	Atlantic City	New Jersey
43	Jersey City	New Jersey	93	Lincoln	Nebraska
44	San Diego	California	94	Madison	Wisconsin
45	Miami	Florida	95	South Bend	Indiana
46	Nashville	Tennessee	96	Allentown	Pennsylvania
47	Birmingham	Alabama	97	Phoenix	Arizona
48	Oklahoma City	Oklahoma	98	New Bedford	Massachusetts
49	Worcester	Massachusetts	99	Tampa	Florida
50	New Haven	Connecticut	100	Lynn	Massachusetts

THE BUSINESS SIDE OF RADIO DURING 1937

By HOWARD J. LONDON

Radio Daily Staff

Gross radio time sales, both the national and local, totaled $130,000,000 during 1937, an increase of 18 per cent over 1936. The three national networks, CBS, NBC and Mutual, billed $69,600,035 of this total with regional networks accounting for an additional $1,000,000. Local business received $32,000,000 and national spot advertisers spent the remaining $27,000,000.

This is the fourth consecutive year that the gross time sales curve has moved into new high territory on the sales chart. The depression low in radio hit the industry in 1933.

And of the four major advertising mediums, radio, newspapers, magazines and farm papers, used today, radio showed the largest percentage increase during the year. According to the L. D. H. Weld Advertising Index, magazine business was up 10.4 per cent, farm papers up 5.1 per cent and newspapers only 2.7 per cent.

RATE INCREASES

What with the large political revenue in 1936, plus the sponsorship of the World Series by Ford on every available station, radio did remarkably well to close 1937 with such an excellent record. It should be remembered, of course, that NBC, CBS and a number of individual stations increased their rates during the year. This fact is obviously reflected in the gross receipts. The 1937 national network revenue was up 16.6 per cent over the previous year, which reported gross receipts of $59,687,-639.

N.A.B. REPORTS

It might also be mentioned that the National Association of Broadcasters discontinued its monthly revenue reports last summer.

BILLINGS

Billings for the first six months of 1937 were well ahead of the previous year. Even during the summer months both network and national spot business held up well. But the last quarter of 1937, with the large 1936 political campaign billings, cut down the large 1937 percentage increases. The curtailment of the automotive accounts in the network and spot field, due to the recession, also delayed or forced the suspension of some radio advertising schedules.

NATIONAL ACCOUNTS

Despite the suspensions, network revenue from the automotive field

was $6,734,168, an increase of 23.7 per cent over 1936. Combined NBC and CBS receipts in the drug and food fields also recorded large increases. Drug and toilet goods totaled $18,437,444, an increase of 15.1 per cent; foods and food beverages totaled $17,446,035, up 16.9 per cent.

SPOT AND LOCAL ACCOUNTS

National spot and local accounts reported similar increases in the same fields. Chevrolet Motor, except for a short suspension early in the year, continued its large disk campaign throughout the year. Other motor manufacturers, such as Buick, De Soto, Plymouth, Dodge, Nash, Ford, Oldsmobile and Willys, used large spot schedules.

LABOR

Labor troubles were not confined to any one particular industry last year; radio had its share. Shorter hours and increased wages hoisted up the operating expenses for networks and individual stations alike. In 1938, the new American Federation of Labor agreement will increase the operating expenses still further. If the stations exploit the new house bands in a showmanship manner, commercial sponsorship is inevitable and the new overhead becomes an asset instead of a liability.

Present indications are very bullish that the first quarter of 1938 will be another record-breaker. There will be no recession for those in radio who go out and do a real selling job.

SALESMANSHIP

Radio is the cheapest mass circulation medium available in the advertising world. No other medium has such easy access into 26,000,000 homes, day and night. Sound presentations and aggressive salesmanship spell the difference between a signed or unsigned radio contract. The "over-the-transom-order-taker" sales manager will be the only ones complaining about the "hard times" during 1938.

BROADCASTING ABROAD Ltd.

A complete radio service for advertising agencies and exporters covering the Latin American markets.

119 WEST 57th STREET NEW YORK, N. Y.

ADVERTISING AGENCIES

Herein is a list of advertising agencies handling the bulk of the national spot and network advertising accounts.

Personnel list, printed in readable style, is the most thorough compilation available. Only those 1937 accounts which were national in scope are listed under the sub-head "Radio Accounts Placed."

Key to Symbols of Membership and Recognition Abbreviations

AAAA . . . *American Association of Advertising Agencies*
ABP . . . *Associated Business Papers*
ANPA . . . *American Newspaper Publishers' Association*
PPA . . . *Periodical Publishers' Association*
PRB . . . *Pacific Recognition Bureau*
SAAA . . . *Southwestern Association of Advertising Agencies*
SNPA . . . *Southern Newspaper Publishers' Association*

NEW YORK CITY

Advertisers Broadcasting Co.

204 E. 42nd St., New York, N. Y.
Phone MUrray Hill 4-1360
Officers
Owner .....M. Kielson
Radio Director .....Z. H. Rubenstein

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Artwil Co., Advertising, Inc.

22 West 48th St., New York, N. Y.
Phone Medallion 3-0813
Officers
President.....A. Bandman
Director of Radio.....M. Shefferman

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Alvin Austin Co.

515 Madison Ave., New York, N. Y.
Phone ELdorado 5-1270
Officers
President .....Alvin Austin
Executive Secretary-Radio Director, Emil Mogul
Copy Chief.....Alfred Baulberger
Branch Office
1204 S. Hill St., Los Angeles, Calif.
Radio Accounts Placed—Barney's Clothes; Pilot Radio Corp.

Badger & Browning & Hersey, Inc.

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-3720
ANPA — PPA — ABP
Officers
President .....R. W. Hersey
Chairman of Board.....J. L. Badger
Treasurer .....F. S. Browning
Radio Director .....Mrs. Marjorie de Mott
Affiliated Office
Badger & Browning
75 Federal St., Boston, Mass.
Phone Liberty 3364
Radio Account Placed—American Chicle Co.

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Batten, Barton, Durstine & Osborn, Inc.

383 Madison Ave., New York, N. Y.
Phone Eldorado 5-5800
AAAA
Officers
Chairman of Board.....Bruce Barton
President.....Roy S. Durstine
Treasurer.....F. R. Feland
Secretary.....F. M. Lawrence

Vice-Presidents.....A. E. Aveyard, Charles J. Babcock, A. D. Chiquoine, Jr., Maurice Collette, John C. Cornelius, Clarence L. Davis, B. C. Duffy, F. R. Feland, G. F. Gouge, Leon D. Hansen, Francis W. Hatch, Stanley P. Irvin, Harold McNulty, Alex F. Osborn, Stacy W. Page, Arthur Pryor, Jr., Egbert White, W. M. Strong, J. H. Wright

Director of Radio.....Arthur Pryor, Jr.

Assistant Directors.....Herbert C. Sanford, William Spier

Radio Producers.....Homer Fickett, David White, Kenneth Webb, Frank Linder, Frank Orvis, Kirk Alexander, Kenneth Fickett

Radio Continuity Writers...Kenneth Webb, John T. W. Martin, John Driscoll

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 9201

Vice-President.....A. E. Aveyard

Rand Bldg., Buffalo, N. Y.
Phone Cleveland 7915

Vice-President.....Alex F. Osborn

Grant Bldg., Pittsburgh, Pa.
Phone Grant 8060

Vice-President.....Leon Hansen

178 Tremont St., Boston, Mass.
Phone Hubbard 0430

Vice-President.....Frank Hatch

Northwestern Bank Bldg., Minneapolis, Minn.
Phone Atlantic 4575

Vice-President.....Jack Cornelius

Radio Accounts Placed—General Baking Co., Hecker Products Corp., Household Finance Corp., E. I. du Pont de Nemours & Co., Pepperell Manufacturing Co., Brown & Williamson Tobacco Corp., The Carborundum Co., Oneida, Ltd.

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Benton and Bowles, Inc.

444 Madison Ave., New York, N. Y.
Phone WIckersham 2-0400
AAAA — ANPA — PPA — ABP

Officers

Chairman of Board.....Chester B. Bowles
President.....Atherton W. Hobler
Treasurer.....James S. Adams
Exec. Vice-President.....James S. Adams
Director of Radio.....Tom Revere

Branch Offices

6253 Hollywood Blvd., Hollywood, Calif.
Vice-President.....William R. Baker, Jr.

Radio Accounts Placed—Maxwell House Coffee, Log Cabin Syrup, Diamond Crystal Salt, Huskies, Colgate-Palmolive-Peet Co., Palmolive Soap, Super Suds, Palmolive Shave Cream and Palmolive Brushless, Continental Baking Co., Inc.

Bermingham, Castleman & Pierce, Inc.

136 East 38th St., New York, N. Y.
Phone Lexington 2-7550
ANPA — PPA

Officers

President.....Jonathan D. Pierce
Treasurer.....Winston H. Hagen
Secretary.....Winston H. Hagen
Vice-President.....Stewart Wark

Radio Accounts Placed—Griffin Manufacturing Co., Inc., Conti Products Corp.

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The Biow Co., Inc.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-9300
ANPA — PPA — ABP

Officers

Chairman of Board.....M. H. Biow
President.....Milton H. Biow
Treasurer .....Anna Hauptman
Secretary .....Anna Hauptman
Vice-President .....Stanley Shuford
Director of Radio.....Regina Schuebel

Radio Accounts Placed—Philip Morris & Co., Ltd., Inc., Humphrey's Homeopathic Medicine Co., Bulova Watch Co.

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The Blackstone Company

1270 Sixth Ave., New York, N. Y.
Phone CIrcle 7-7890

Officers

President .....Milton Blackstone
Space Buyer .....Al Wittmer
Radio Director .....Leon Lee

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Blaker Advertising Agency, Inc.

120 East 41st St., New York, N. Y.
Phone CAledonia 5-7351
ANPA — PPA

Officers

Chairman of Board.....Henry B. Sell
President.....Henry B. Sell
Treasurer.....Margaret Thilly
Secretary.....Jas. A. Hamilton, Jr.
Director of Radio.....Eleanor Kemble
Radio Continuity Writer.....Sidney Sundell

Radio Accounts Placed—American Radiator Company, Elizabeth Arden, Pinaud, Inc.

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Brooke, Smith, French & Dorrance, Inc.

347 Madison Ave., New York, N. Y.
Phone Murray Hill 6-1800
AAAA — ANPA — PPA — ABP

Officers

Chairman of Board.....Guy C. Smith
President .....Sturges Dorrance
Executive Vice-President.Williard S. French
Treasurer.....Charles W. Brooke
Secretary.....H. H. Olmacher

Vice-Presidents.....H. M. Overstreet, Henry E. Pengel, Jr.; Charles C. Kahlert
Director of Radio.....Lewis R. Amis
Radio Account Placed—State of Maine Development Commission.

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Brown & Tarcher, Inc.

630 5th Ave., New York, N. Y.
Phone Circle 6-2626

Officers

Chairman of Board.....S. A. Brown
President.....J. D. Tarcher
Treasurer.....Wm. E. Larcombe
Secretary.....Chas. E. Clifford
Vice-President.....Wm. E. Larcombe
Director of Radio.....Wm. E. Larcombe
Radio Producers.....George R. Marek, Joseph Wayer
Radio Continuity Writers..George R. Marek, Joseph Wayer
Radio Accounts Placed—Smith Brothers, Inc., McKesson & Robbins.

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Buchanan & Company, Inc.

1501 Broadway, New York, N. Y.
Phone MEdallion 3-3380
AAAA — ANPA — PPA — ABP — SNPA

Officers

Chairman of Board.....Joseph A. Hanff
President.....T. S. Buchanan
Treasurer.....L. J. Seeger
Secretary.....C. J. G. Atkinson
Executive Vice-President....A. O. Dillenbeck
Vice-President in Charge of Radio, Louis A. Witten
Assistant Director.....Edith Hophan

Branch Offices

520 No. Michigan Ave., Chicago, Ill.
Phone Superior 3047
Vice-President.....W. W. Hoops
929 So. Broadway, Los Angeles, Cal.
Phone Michigan 2156
Vice-President.....Fred M. Jordan
Radio Account Placed—The Texas Co.

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Calkins & Holden, Inc.

247 Park Ave., New York, N. Y.
Phone WIckersham 2-6900
ANPA — PPA — ABP — PRB — SAAA — SNPA

Officers

President.....James A. Clarke
Treasurer.....R. P. Clayberger
Secretary.....R. P. Clayberger
Vice-President.....J. Sherwood Smith
Director of Radio.....R. P. Clayberger

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Campbell-Ewald Company of New York, Inc.

1790 Broadway, New York, N. Y.
Phone Circle 7-6383
AAAA

Officers

Chairman of Board.....H. T. Ewald
President.....F. D. Richards
Treasurer.....Duane W. Beurmann
Secretary.....L. B. Dudley
Vice-President.....W. W. Lewis
Director of Radio.....Louis Dean
Assistant Directors.....Kenneth Young
Radio Producers.....Henry Souvaine
Radio Continuity Writers....Vernon Welsh, M. P. Weaver

Branch Offices

1214 19th St., N.W., Washington, D. C.
Phone Metropolitan 5670
Manager.....Emmett Deady
Radio Accounts Placed—Cycle Trades of America, Inc., General Motors Acceptance Corp., General Motors Corp., U. S. Rubber Products, Inc.

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Cecil, Warwick & Legler, Inc.

230 Park Ave., New York, N. Y.
Phone MUrray Hill 9-7890
AAAA — ANPA — PPA — SNPA

Officers

Chairman of Board.....John H. Cecil
President.....James M. Cecil
Treasurer.....John H. Cecil
Secretary .....Henry Legler
Vice-Pres. and Gen. Mgr....H. Paul Warwick
Director Radio.....Preston H. Humphrey
Radio Accounts Placed—G. Washington Coffee Refining Co., Sherwin-Williams Co., The Commentator Magazine, Lamont Corliss Co., Elizabeth Arden, Inc., Wm. R. Warner Co.

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Compton Advertising, Inc.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-2800
AAAA

Officers

President .....Richard Compton
Treasurer.....Leonard T. Bush
Secretary.....Leonard T. Bush
Vice-Presidents.....Leonard T. Bush, Alfred Stanford
Director of Radio.....John E. McMillin
Radio Time Buyer.....Murray Carpenter

Branch Offices

Gwynne Bldg., Cincinnati, O.
Robert Marsh, Anne Johnson
221 N. La Salle St., Chicago, Ill.
Mildred Green
Radio Accounts Placed—Procter & Gamble Co., American Cigarette and Cigar Co.

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Donohue and Coe, Inc.

1270 6th Ave., New York, N. Y.
Phone Columbus 5-4252
AAAA — ANPA — PPA — ABP — PRB SAAA — SNPA

Officers

President.....Edward J. Churchill
Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury

Director of Radio.....E. Douglas
Radio Accounts Placed—National Association of Ice Industries, Scholl Mfg. Co., Angostura Bitters, De Laval Cream Separator.

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Jos. Ellner Company

331 Fourth Ave., New York, N. Y.
Phone STuyvesant 9-0539
Officers
Owner.....Joseph Ellner
Director of Radio.....Samuel H. Ellner

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Erwin, Wasey & Co.

Graybar Bldg., 420 Lexington Ave.,
New York, N. Y.
Phone MOhawk 4-8700
Officers
President.....Louis R. Wasey
Treasurer.....A. G. Van Utt
Secretary.....Owen B. Winters
Vice-Presidents.....O. B. Winters, H. D. Williams, Paul E. Newman.
Director of Radio.....John T. Adams
Branch Offices
230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952
Manager.....C. R. Vail
Packard Bldg., Philadelphia, Pa.
Phone Locust 1225
Vice-President.....J. E. Burns
Securities Bldg., Minneapolis, Minn.
Phone Atlantic 1223
President.....Mac Martin
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7004
President.....Louis Honig
Petroleum Securities Bldg., Los Angeles, Cal.
Phone Prospect 5317
Vice-President.....H. A. Stebbins
Skinner Bldg., Seattle, Wash.
Phone Maine 6435
Vice-President.....W. E. Kraft
Radio Accounts Placed—Lydia E. Pinkham Medicine Co., Borden's Farm Products, Musterole Co., Zemo Co., Hecker H-O Co., The Barbasol Co., Astring-O-Sol, Gunther Brewing Co., Consolidated Cigar Co.

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William Esty & Company, Incorporated

100 East 42nd St., New York, N. Y.
Phone Caledonia 5-1900
Officers
President.....William Esty
Treasurer.....William Esty
Secretary.....E. H. Cummings
Director of Radio.....Savington Crampton
Assistant Director.....Harry Holcombe
Radio Producer.....Bill Goodwin
Radio Continuity Writers.....Milt Gross, James Bloodworth
Branch Offices
6253 Hollywood Blvd., Hollywood, Calif.
Phone Hillside 7331
Savington Crampton, Bill Goodwin
Radio Accounts Placed—R. J. Reynolds Tobacco Co., Lehn & Fink Products, Inc., Pacquin's Hand Cream, Baume Bengue.

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Federal Advertising Agency, Inc.

444 Madison Avenue, New York, N. Y.
Phone Eldorado 5-6400
AAAA — ANPA — PPA — ABP
Officers
Chairman of Board.....Robert Tinsman
President.....Robert Tinsman
Treasurer.....George Dietrich
General Manager.....D. E. Robinson
Secretary.....George Dietrich
Vice-Presidents..James O'Brien, F. C. Bruns, Jules B. Singer, Joseph Beck
Director of Radio.....George Comtois
Radio Accounts Placed—Sinclair Refining Co., Knox Gelatine Co.

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Fishler, Zealand & Co., Inc.

2 West 45th St., New York, N. Y.
Phone VAnderbilt 3-6752
Officers
President.....Bennett H. Fishler
Secretary-Treasurer.....Leon Lelley

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Fletcher & Ellis, Inc.

500 Fifth Ave., New York, N. Y.
Phone LAckawanna 4-3570
ANPA — PPA
Officers
President.....Sherman K. Ellis
Treasurer.....Sherman K. Ellis
Vice-Presidents.....C. E. Staudinger, S. J. Hamilton, Jr., Richard Barrett, Clifford L. Fitzgerald.
Director of Radio.....Lawrence Holcomb
Branch Offices
141 W. Jackson Blvd., Chicago, Ill.
Phone Harrison 8162
Clifford L. Fitzgerald
1709 W. 8th St., Los Angeles, Cal.
Phone Federal 9111
Chet Crank
C. P. R. Bldg., Toronto, Can.
Phone Adelaide 3051
Ralph Ashcroft
Radio Accounts Placed—1937—"The News of Youth," Ward Baking Co., Network; Spot Announcements, Ward Baking Co., Detroit and Pittsburgh: 1938—"Dick Tracy," Quaker Oats Co., Network and transcriptions to begin January 3, 1938.

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Fulton, de Garmo & Ellis, Inc.

30 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-1085

Officers

President .....Louis de Garmo
Executive Vice-President.....Lee Ellis
V-P & Treasurer.....Arthur Fulton, Jr.
Director of Radio.....Louis de Garmo
Radio Account Placed—Parker Watch.

•

Fuller & Smith & Ross, Inc.

444 Madison Ave., New York, N. Y.
Phone Eldorado 5-5750
AAAA — ANPA — PPA — ABP

Officers

Chairman of Board.....F. J. Ross
Radio Time Buyer.....Charles Williams

•

J. Stirling Getchell, Inc.

405 Lexington Ave., New York, N. Y.
Phone VAnderbilt 3-4800
AAAA — ANPA — PPA

Officers

Chairman of Board.....J. Stirling Getchell
President.....Walter W. Templin
Treasurer.....Charles McCormack
Secretary.....John V. Tarleton
Vice-Pres. and Gen. Manager,
Thomas F. Dougherty
Director of Radio.....George Allen
Radio Time Buyer.....Lloyd Williams

Branch Offices

New Center Bldg., Detroit, Mich.
Phone Trinity 2-3600
Radio Time Buyer.....I. H. MacKenzie
Bryant Bldg., Kansas City, Mo.
Harrison 8102
Radio Time Buyer.....R. A. Richardson
Radio Accounts Placed—Socony-Vacuum Oil Co.; Devoe & Raynolds Co.; Chrysler Corp. (Plymouth and DeSoto cars).

•

Geyer, Cornell & Newell, Inc.

745 Fifth Ave., New York, N. Y.
Phone Wickersham 2-5400
AAAA — PPA — ANPA

Officers

Chairman of Board.....Bertram B. Geyer
President .....Bertram B. Geyer
Vice-Presidents.....H. W. Newell,
William A. Blees, R. M. Ganger
Radio Time Buyer.....Edward Federer
Radio Director.....Eleanor Larsen

Branch Offices

Third National Bank, Dayton, O.
Phone Fulton 4145
Manager.....E. G. Frost
New Center Bldg., Detroit, Mich.
Phone Madison 6750
Manager.....E. L. Triffit
Radio Accounts Placed—Nash-Kelvinator Corp.; Crowell Publishing Co.

Gotham Advertising Company

250 Park Ave., New York, N. Y.
Phone ELdorado 5-3726
ANPA — PPA — ABP

Officers

Chairman of Board.....R. M. McMullen
President.....G. Ellsworth Harris
Treasurer.....Arthur A. Kron
Secretary.....Arthur A. Kron
Exec. Vice-President.Duncan D. Sutphen, Jr.
Director of Radio.....Arthur A. Kron
Radio Account Placed—American Cranberry Exchange.

•

The Grey Advertising Agency, Inc.

128 West 31st St., New York, N. Y.
Phone CHickering 4-3900
ANPA — PPA

Officers

President.....Lawrence Valenstein
Treasurer.....Lawrence Valenstein
Secretary.....James H. Lang, Jr.
Vice-President.....Arthur C. Fatt
Director of Radio.....James H. Lang, Jr.
Radio Account Placed—Sales Affiliates, Inc.

•

Lawrence C. Gumbinner Advertising Agency

9 East 41st St., New York, N. Y.
Phone VAnderbilt 3-3550

Executives

L. C. Gumbinner
Herschel Deutsch
Milton Goodman
Max Geller
Paul Gumbinner

Director of Radio.....Herschel Deutsch
Radio Continuity Writer.....Bob Hirshbein
Radio Accounts Placed—American Tobacco Co., Palm Beach Suits, Royal Lace Paper Works, Houbigant, Inc.

•

M. H. Hackett, Inc.

9 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-1950

Officers

President-Treasurer...Montague H. Hackett
Secretary .....Crawford W. Hawkins
Radio Accounts Placed — Radio Guide; Cafe Louis XIV Restaurant, The Charles Marchand Co.

Hawley Advertising Co., Inc.

95 Madison Ave., New York, N. Y.
Phone CAledonia 5-1860
AAAA

Officers

Chairman of Board.....John H. Hawley
President.....John H. Hawley
Treasurer .....William H. Meyer
Vice-President.....Ray Brown
Director of Radio.....John H. Hawley, Jr.

•

E. W. Hellwig Co., Inc.

9 East 40th St., New York, N. Y.
Phone Lexington 2-3080
ANPA — PPA

Officers

President .....E. W. Hellwig
Vice-President .....C. L. Miller
Sec'y & Ass't Treasurer.....George Carhart
Radio Director ..... George Carhart
Radio Accounts Placed — Corn Products Refining Co.

•

Charles W. Hoyt Company Inc.

551 Fifth Ave., New York, N. Y.
Phone VAnderbilt 3-4690
AAAA — ANPA — PPA — ABP

Officers

Chairman of Board.....R. L. Tallay
President and Treasurer....Winthrop Hoyt
Secretary.....Everett W. Hoyt
Vice-President.....F. A. Whipple
Director of Radio.....Everett W. Hoyt
Time Buyer.....C. B. Donovan

Branch Offices
650 Main St., Hartford, Conn.
Phone 5-6066
Vice-Presidents.F. A. Whipple, Frank Busch
216 Tremont St., Boston, Mass.
Phone Liberty 6587
F. P. Waltherp
Radio Accounts Placed—B. C. Remedy Co., Richardson & Robbins, R. B. Davis Co., Charles Guldens, Inc., American Molasses Co.

•

The H S G Advertising Agency

420 Madison Ave., New York, N. Y.
Phone WIckersham 2-3338

Officers

President .....H. S. Goodman
Secretary .....H. Knutch
Vice-President .....Harold Krelstein

Branch Office
134 N. La Salle St., Chicago, Ill.
Harold Krelstein

Hudson Advertising Co.

75 West St., New York, N. Y.
Phone BOwling Green 9-8950

Officers

President .....Timothy Murray
V-P.-Treasurer .....William D. Murray
V-P.-Radio Director .....Michael Gore
Art Director .....Louis Grudin

•

Husband & Thomas Co., Inc.

370 Lexington Ave., New York, N. Y.
Phone CAledonia 5-8297
AAAA — ANPA — PPA — ABP

Officers

President.....David C. Thomas
Vice-Presidents.....Harvey L. Kneeland, Theo. R. Harris, D. E. Evans.
Director of Radio.....Theo. R Harris
Assistant Director.....Samuel Dalcimer
Radio Accounts Placed—Omega Chemical Co., Oyster Shell Products Co.

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Kelly, Nason & Winsten, Inc.

30 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-6300
ANPA — PPA

Officers

President .....John C. Kelly
Treasurer .....James R. P. Nason
Secretary .....Frank J. Herel
Vice-President .....Harry J. Winsten
Media Director .....Joseph Burland
Account Executive .....Gardner Osborn

Branch Office
706 Chancery Bldg., San Francisco, Calif.
Phone Garfield 3816
J. Malcolm Dewees
Radio Accounts Placed — Ruppert Beer, Democratic National Committee.

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Kenyon & Eckhardt, Inc.

247 Park Avenue, New York, N. Y.
Phone Wickersham 2-3920
AAAA — ANPA — PPA — ABP

Officers

Chairman of Board.....Henry Eckhardt
President.....Thomas D'Arcy Brophy
Treasurer.....Otis Allen Kenyon
Secretary.....Joseph A. Vessey
Vice-President..... Dwight Mills
Director of Radio.....Tyler Davis
Radio Accounts Placed—C. F. Mueller Co., Piel Bros., Bosco Co., Kellogg Co., Charles B. Knox Gelatine Co.

•

H. M. Kiesewetter Advertising Agency, Inc.

9 East 40th St., New York, N. Y.
Phone Lexington 2-0025
ANPA — PPA — ABP

Officers

President & Treasurer....E. T. Kiesewetter
General Manager.....H. M. Kiesewetter
Radio Time Buyer.....Adam Yung, Jr.
Radio Account Placed—The Mennen Co.

Klinger Advertising Corp.

119 W. 57th St., New York, N. Y.
Phone Columbus 5-5990

Officers

President.....A. A. Klinger
Secretary ..... I. Cohen
Director of Radio.....A. A. Klinger

Radio Accounts Placed—Madison Personal Loan Co., Riverbank Canning Co., Jules Stores, Trutonophone, Zeke Manners.

•

Arthur Kudner, Inc.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-3200
AAAA — ANPA — PPA — ABP

Officers

President.....Arthur Kudner
Vice-Presidents.....J. H. S. Ellis, E. J. Owen, Sam D. Fuson
V-P in Charge of Radio..Charles F. Gannon
Radio Time Buyers.....James F. Nutt, William O'Connor, Hendrick Booraen

Branch Offices

New Center Bldg., Detroit, Mich.
Phone Madison 5315
Robert Copeland
Albee Bldg., Washington, D. C.
Phone National 5560
Frank Getty

Radio Accounts Placed—Macfadden Publications, Inc.; United States Tobacco Co.; Buick Motor Co.; Goodyear Tire & Rubber Co.; Fisher Body Corp.

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Lambert & Feasley, Inc.

9 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-3721
ANPA — PPA

Officers

President .....John L. Johnston
Executive V-P. .....Gordon Seagrove
V-P.-Radio Director .....Martin Horrell
Vice-President .....Berthold M. Nussbaum
Treasurer .....Frank Mace
Secretary-Media Director....Walter P. Latz

Branch Office

2101 Locust St., St. Louis, Mo.
Phone Central 4741
R. L. Lund, Vice-President

Radio Accounts Placed—Lambert Pharmacal Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

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Leeford Advertising Agency

315 Fourth Ave., New York, N. Y.
Phone STuyvesant 9-1742
ANPA — PPA

Officers

President-Radio Director.....David D. Lee
Treasurer .....W. C. Hoyt

Radio Accounts Placed—Remington-Rand, Inc.; General Shaver Corp., Bridgeport.

•

Lennen & Mitchell Inc.

17 E. 45th St., New York, N. Y.
Phone MUrray Hill 2-9170
ANPA — PPA

Officers

President.....Philip W. Lennen
Secretary.....Arthur L. Lynn
Vice-President and Treasurer.Robert W. Orr
Director of Radio.....Mann Holiner
Radio Producers..Blayne Butcher, Jay Clark

Branch Offices

8949 Sunset Blvd., Los Angeles, Calif.
Mann Holiner
Jay Clark

Radio Accounts Placed—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc, Lehn & Fink.

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McCann-Erickson, Inc.

285 Madison Ave., New York, N. Y.
Phone Lexington 2-1700
AAAA — ANPA — PPA — ABP

Officers

President .....H. K. McCann
Asst. to the President, in Charge of Radio, Donald S. Shaw
Secretary and Treasurer..John L. Anderson
Director Research.....L. D. Weld
Vice-Presidents: Harrison Atwood, Raymond Atwood, L. S. Briggs, E. C. Bennett, L. E. Firth, E. D. Hill, H. L. Palmer, E. Palmer.
Radio Time Buyer.....Francis Conrad

Branch Offices

910 S. Michigan Ave., Chicago, Ill.
Phone Webster 3701
Vice-President and Manager, Homer Havermale
Vice-President.....H. G. Smith
Guardian Bldg., Cleveland, O.
Phone Cherry 3490
Vice-President and Manager, Royal M. Alderman
Penobscot Bldg., Detroit, Mich.
Phone Randolph 9550
Vice-President and Manager.Donald C. Hight
Patterson Bldg., Denver, Colo.
Phone Keystone 4297
Manager.....J. S. Barrows
448 S. Hill St., Los Angeles, Calif.
Phone Michigan 4049
Manager.....August J. Bruhn
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560

Vice-President and Manager.Henry Q. Hawes
Skinner Bldg., Seattle, Wash.
Phone Main 7459
Manager .....Vernon Churchill
Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Manager .....Vernon Churchill
Radio Accounts Placed—National Biscuit Co.; Axton-Fisher Tobacco Co.; Gruen Watch Co.; Pacific Coast Borax Co.; Standard Oil of California; Regional Advertisers, Inc.; Chesebrough Mfg. Co.; Standard Oil of Ohio.

•

T. J. Maloney, Inc.

381 Fourth Ave., New York, N. Y.
Phone Murray Hill 4-0766
Officers
President .....T. J. Maloney
Radio Time Buyer.....Anne Gibbons
Radio Account Placed—Sherwin-Williams Paint Co.

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Marschalk and Pratt Incorporated

535 Fifth Ave., New York, N. Y.
Phone VAnderbilt 3-1530
ANPA — PPA — ABP
Officers
Chairman of Board.....G. K. Simonds
President.....Harry C. Marschalk
Treasurer.....Harry C. Marschalk
Secretary.....Arthur R. Anderson
Vice-Presidents.....Wilbur E. Johnson, S. H. Giellerup, S. L. Meulendyke.
Director of Radio.....Curt Peterson
Radio Continuity Writers...G. W. Freeman, J. Arthur Brashears, Barrett Brady, Robert Schall, Burke Boyce.
Radio Accounts Placed—Underwood Elliott Fisher Co., Roger & Gallet, The Crusaders, Standard Oil Co. of N. J., National Lead Co., Postal Telegraph Co., Rogers Peet Co., Schering Corp.

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J. M. Mathes, Incorporated

122 East 42nd St., New York, N. Y.
Phone LExington 2-7450
Officers
President.....J. M. Mathes
Treasurer.....H. L. Hodgson
Secretary.....Gordon Hyde
Vice-Presidents.....William B. Okie, Hyland L. Hodgson, Gordon Hyde, J. T. Ellington, C. L. Landon, Lester Loh.
Director of Radio.....Wilfred S. King
Assistant Director.....Fletcher Turner
Radio Accounts Placed—Emerson Drug Co., Ludens, Inc., Maltex Cereal Co., National Carbon Co., New York State Milk Publicity, Canada Dry Ginger Ale, Mrs. Wagner's Pies, Magazine Repeating Razor Co., Treasure Adventures of Jack Masters, Maltex Cereal.

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Morse, International, Incorporated

122 East 42nd St., New York, N. Y.
Phone LExington 2-6727
PPA
Officers
President .....Roy Head
Vice-President and Manager..Carl J. Balliett
Secretary and Treasurer.....J. Van MacNair
Vice-President.....E. H. Gardner
Director of Radio.....J. L. Rawlinson
Radio Producer.....Richard Nicholls
Radio Continuity Writer.....Nan Murphy
Radio Accounts Placed—Vick Chemical Co., M. J. Breitenbach Co.

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Neff-Rogow, Inc.

30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-4231
Officers
President .....Walter J. Neff
Vice-President .....William Rogow
Radio Accounts Placed—Fisher Baking Co. (Newark, N. J.), Personal Loan Corp. D'Arrigo Bros. (Boston).

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Newell-Emmett Company

40 East 34th St., New York, N. Y.
Phone AShland 4-4900
AAAA — ANPA — PPA — ABP — PRB — SAAA — SNPA
Officers
President.....C. D. Newell
Treasurer.....F. H. Walsh
Secretary.....R. L. Strobridge
Vice-Pres. in Charge of Radio..Wm. Reydel
Radio Accounts Placed—Liggett & Myers Tobacco Co., Loose-Wiles Biscuit Co.

•

O'Dea, Sheldon & Canaday, Inc.

400 Madison Ave., New York, N. Y.
Phone PLaza 3-1670
AAAA — PPA — ANPA
Officers
Chairman of the Board..Ward M. Canaday
President .....Mark O'Dea
Executive V-P. .....George H. Sheldon
Vice-Presidents .....K. C. Watson, L. C. McElroy.
Treasurer-Gen. Mgr. .....J. F. Quick
Secretary .....A. R. Volk
Time Buyer.....Catherine Wohlpart
Branch Office
First National Bank Bldg., Baltimore, Md.
K. C. Watson

Paris & Peart

370 Lexington Ave., New York, N. Y.
Phone Caledonia 5-9840
ANPA — ABP — PPA

Co-Partners .....A. G. Peart, John H. Rehm
Radio Time Buyer .....Eugene J. Cogan
Radio Account Placed—The Great Atlantic & Pacific Tea Co.

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Peck Advertising Agency Inc.

444 Madison Ave., New York, N. Y.
Phone PLaza 3-0900
AAAA

Officers

Chairman of Board.....Harry Peck
President.....A. H. Messing
Treasurer.....Harry Krawitz
Secretary.....Harry Krawitz
Vice-President.....Walter Schwartz
Director of Radio.....Arthur Sinsheimer
Foreign Spot Buyer.....Al Moss
Radio Continuity Writers.Ralph Lieberman, John Schuman, Eva Monty, Geo. Glass.
Radio Accounts Placed—Phillip Jones Carfix, Oldetyme Distillers, Manhattan Soap Co., Garcia Grande Cigars, S. Grover Graham Co., Glyco-Thymoline, I. J. Fox, Beverwyck Breweries, Tastyeast, Inc., Fairfax Tobacco Co., Hammondsport Wineries, Wise Shoes.

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Pedlar & Ryan, Inc.

250 Park Ave., New York, N. Y.
Phone Eldorado 5-7700
AAAA — ANPA — PPA — ABP

Officers

President.....Thomas L. L. Ryan
Secretary and Treas.....Arthur Cobb, Jr.
Vice-Presidents.....Lawrence L. Shenfield, Francis J. Doherty
Director of Radio.....Gregory Williamson
Assistant Director.....John Archer Carter
Radio Producers.....John L. Wiggin, Elisabeth Howard
Radio Continuity Writers..John Archer Carter, Robert J. Mann, Cyril Mullen, Beth Young, Finis Farr, Irna Phillips, Elaine Sterne
Radio Accounts Placed—The Procter & Gamble Co., Pinoleum Co., Bristol-Myers Co., The Borden Co.

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Edwin M. Phillips & Co.

420 Lexington Ave., New York, N. Y.
Phone MOhawk 4-5590
PPA — ABP

Radio Accounts Placed—Northwestern Turkey Growers Association, Decorative Cabinet Corp.

•

Frank Presbrey Company

247 Park Ave., New York, N. Y.
Phone WIckersham 2-8200
AAAA — ANPA — PPA — ABP

Officers

President.....Charles Presbrey
Treasurer.....Joseph Hughes
Vice-President.....Edward B. Nockes
Director of Radio.....Fulton Dent
Radio Continuity Writer....Norman Pearce

Branch Office
Merchandise Mart, Chicago, Ill.
Phone Delaware 4096

Manager.....Leroy Kling
Radio Accounts Placed—Thomas J. Lipton, Inc., National Silver Co.

•

Wm. H. Rankin Co.

9 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 6-3550
ANPA — PPA — ABP

Officers

Chairman of Board.....Wm. H. Rankin
President.....Wm. H. Rankin
Treasurer.....R. L. Rankin
Vice-President.....R. H. Rankin
Director of Radio.....Wm. H. Rankin, Jr.
Radio Accounts Placed—Clairol, Inc., Dufaycolor, Crystal Lake.

•

Redfield-Johnstone, Inc.

247 Park Ave., New York, N. Y.
Phone PLaza 3-6121
ANPA — PPA — ABP

Officers

Chairman of the Board.....L. L. Redfield
President .....E. F. Johnstone
Vice-Presidents .....B. L. Rottenberg
E. T. T. Williams, J. J. McNevin.
Treasurer-Space Buyer.....B. L. Rottenberg
Secretary-Asst. Treas.....A. Hollander
Copy Chief .....D. O'Brien
Production Manager ...J. Russell McCarthy
Rate & Contract Dept.....H. Hiller
Radio Department .....N. S. Livingston

•

Reiss Advertising, Inc.

1270 Sixth Ave., New York, N. Y.
Phone COlumbus 5-4632
ABP

Officers

President.....Joseph Reiss
Treasurer.....B. M. Reiss
Secretary.....B. M. Reiss
Vice-President.....Harold Reiss
Director of Radio.....C. Mona

•

The Philip Ritter Co. Inc.

130 W. 42nd St., New York, N. Y.
Phone WIsconsin 7-0895
AAAA — ANPA — PPA — SAAA — SNPA

Officers

President.....Philip Ritter
Treasurer.....Philip Ritter
Secretary.....Geo. W. Mason
Vice-Presidents.....Philip Ritter, Jr., W. J. McIndoe.
Director of Radio.....Philip Ritter, Jr.

Rose-Martin Inc.

21 West 46th St., New York, N. Y.
Phone BRyant 9-4621
ANPA — PPA — ABP — PRB — SAAA — SNPA

Officers

President.....I. W. Rose
Treasurer.....J. B. Martin
Secretary.....J. B. Martin
Vice-President.....A. H. Kaplan
Director of Radio.....A. H. Kaplan
Radio Account Placed—S. Gumpel Co.

•

Arthur Rosenberg Co., Inc.

570 Seventh Ave., New York, N. Y.
Phone CHickering 4-4420
ANPA — PPA — APA

Officers

President .....Arthur Rosenberg
Vice-President .....Samuel Rubenstein
Secretary .....A. A. Rosenberg
Treasurer .....Charles S. Silver
Production Manager .....H. B. Fleischman
Research Director....Walter Alwyn-Schmidt
Radio Director .....O. K. Kaufman

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Albert M. Ross, Inc.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-3340
ANPA

Officers

Pres. & Director of Radio....Albert M. Ross
Secretary & Treasurer.....Ruth R. Ross
Radio Accounts Placed—Vadsco Sales Corp.; Gerald L. K. Smith.

•

Ruthrauff & Ryan, Inc.

405 Lexington Ave., New York, N. Y.
Phone Vanderbilt 3-6400
AAAA — ANPA — PPA — ABP

Officers

President.....F. B. Ryan
Treasurer.....W. B. Ruthrauff
Secretary.....Ralph Van Buren
Vice-President.....W. B. Ruthrauff
Director of Radio.....Lawton Campbell
Assistant Directors.....S. Heagan Bayles, Charles Christoph, Merritt Barnum
Radio Producers.....John Loveton, Bourne Ruthrauff, John Gordon, Herschel Williams
Radio Continuity Writers..Edward Ettinger, Ruth Borden, Regina Morgan

Branch Offices

360 N. Michigan Ave., Chicago, Ill.
Phone Randolph 2625
Manager.....Paul Watson
Charge of Radio.....Ros Metzger
7430 Second Boulevard, Detroit, Mich.
Phone Madison 1980
Manager.....Ellis J. Travers
812 Olive St., St. Louis, Mo.
Phone Main 0128
1680 N. Vine St., Hollywood, Calif.
Phone Hillside 7593
Vice-President in Charge West Coast Radio.....Edmund B. Ruffner
Radio Producers.....G. Bennett Larsen, Nate Tufts, Clark Andrews
Radio Accounts Placed—Penn Tobacco Co., Ironized Yeast Co., Chrysler Corp. (Major Bowes), Lever Bros., R. B. Davis Co., Delaware, Lackawanna & Western Coal Co., H. Fendrich, Inc., Dodge Motor Co., Macfadden Publications, Inc., Florida Citrus Commission, Gillette Safety Razor Corp., Holland Furnace Co., Noxzema Chemical Co.

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Schillin Advertising Corp.

1270 Sixth Ave., New York, N. Y.
Phone Circle 7-0861

Officers

President.....A. B. Schillin
Treasurer.....T. Elkins
Secretary.....T. Elkins
Vice-President.....E. P. Scheck
Director of Radio.....L. Tappe
Radio Producer.....L. Tappe
Radio Continuity Writer.....L. Tappe

Branch Offices

Newark, N. J.
Phone Mitchell 2-0830
Manager.....W. Wright Beck

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Schwab & Beatty Inc.

386 Fourth Ave., New York, N. Y.
Phone AShland 4-5496
AAAA — ANPA — PPA — ABP

Officers

President.....V. O. Schwab
Treasurer.....R. Lehman
Secretary.....R. W. Beatty
Vice-President.....R. W. Beatty
Director of Radio.....R. Butler
Radio Account Placed—The Anderson Co.

•

The Simpers Company, Inc.

444 Madison Ave., New York, N. Y.
Phone ELdorado 5-5040
AAAA — ANPA — PPA — ABP

Officers

President.....Robert S. Simpers
Treasurer.....Robert S. Simpers
Secretary .....Marsh Watkins

Standard Advertising Agency

2 West 45th Street, New York, N. Y.
Phone VAnderbilt 3-3538
Officers
President .....E. H. Karn
Vice-President .....Elmer S. Hader
Secretary .....M. M. McBride
Production Manager.....L. A. Klein

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Sterling Advertising Agency, Inc.

70 West 40th St., New York, N. Y.
Phone LOngacre 5-4614
ANPA — PPA — ABP
Officers
President .....Joseph S. Edelman
Vice-President .....Saul M. Broun
Secretary .....William Forray
Treasurer .....Herbert Goldsmith
Time Buyer.....William Forray
Radio Director .....Leon A. Friedman

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Street & Finney, Inc.

330 West 42d St., New York, N. Y.
Phone Bryant 9-2400
ANPA — PPA
Officers
President & Treasurer.....Frank N. Finney
Secretary.....Foxhall Finney
V-P & Radio Time Buyer...John F. Mayer
Radio Accounts Placed—United Drug Co.; Carter Medicine Co.

•

J. Walter Thompson Co.

420 Lexington Ave., New York, N. Y.
Phone Mohawk 4-7700
AAAA — ANPA — ABP — PPA
Officers
President .....Stanley Resor
Secretary .....Howard Kohl
Treasurer .....Earle Clark
Vice-Presidents: R. Lynn Baker, Lloyd Baillie, William L. Day, Henry C. Flower, Jr., Howard Henderson, Clement Watson, Henry M. Stevens, S. Hunter Richey, William Resor, Walter R. Hine, Thayer Jaccaci, Gilbert Kenney, William G. Palmer, Samuel W. Meek, Jr., William C. McKeehan, Jr., Marvin S. Knight.
Vice-President in Charge of Radio, John U. Reber
Radio Time Buyer.....Linnea Nelson
Radio Talent Buyers, Tom Luckenbill, M. Holland
Radio Production Staff: Tony Stanford, George Faulkner, A. K. Spencer, Don Bishopoff, Robert A. Simon.
Continuity Writer.....Philip Mygatt
Branch Offices
6331 Hollywood Blvd., Hollywood, Calif.
Phone Hillside 7241
Vice-President .....Danny Danker
Radio Production Staff: Calvin Kuhl, Dwight Cooke, John Christ, Frank Woodruff, Robert Brewster.
Continuity Writers: Dick Mack, George Wells, Sandy Barnett, Lynn McManus, Edward Rice.
Radio Talent Buyer.....Paul Rickenbacker
410 N. Michigan Ave., Chicago, Ill.
Phone Superior 0303
Vice-President and General Manager, Henry T. Stanton
Vice-Presidents: Morton V. Wieland, Milton J. Blair, Kennett W. Hinks, Willard F. Lochridge, James D. Woolf.
Director of Radio.....Richard Marvin
661 West Fifth St., Los Angeles, Calif.
Phone Michigan 5194
Manager.....T. Russell Paulson
100 Bush St., San Francisco, Calif.
Phone Garfield 3510
Manager.....Arthur C. Farlow
Shell Bldg., St. Louis, Mo.
Phone Central 8040
Manager.....Fred H. Fidler
2012 Exchange Bldg., Seattle, Wash.
Phone Seneca 0655
Manager.....Norton W. Mogge
Radio Accounts Placed—Standard Brands, Inc.; Elgin National Watch Co.; Lever Bros.; Simmons Co.; Emerson Drug Co.; Lamont, Corliss & Co.; Kraft-Phenix Cheese Corp.; Sealtest, Inc.; Shell Eastern Petroleum Products; Nash-Kelvinator Corp.; Zenith Radio Corp.; Penick & Ford, Ltd.; Pacific Salmon Fisheries.

•

L. D. Wertheimer Co., Advertising, Inc.

230 Park Avenue, New York, N. Y.
Phone Murray Hill 9-6860
AAAA — ANPA — PPA
Officers
President.....E. D. Schmerler
Treasurer.....J. H. Small
Secretary.....J. H. Small
Vice-President.....M. Mitchell
Director of Radio.....M. Mitchell
Branch Office
230 N. Michigan Ave., Chicago, Ill.
Phone Franklin 8833
Vice-President .....Geo. Enzinger
Radio Accounts Placed—Thos. Cook & Son, Wagons-Lits, Inc.

•

The Wesley Associates

225 West 34th St., New York, N. Y.
Phone MUrray Hill 6-7077
ANPA — PPA — ABP
Officers
Partners.....Harold G. Wesley,

Leland G. Wesley and Lindsay Fairweather.
Director of Radio.....H. Weiner

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World Wide Advertising Corporation

11 West 42nd St., New York, N. Y.
Phone LOngacre 5-4500
AAAA — ANPA — PPA — ABP

Officers

President.....E. M. Scholz
Treasurer.....E. M. Scholz
Secretary.....Phoebe C. Marks
Vice-President.....Howard Zoll
Director of Radio.....Bryce Oliver

Radio Accounts Placed—Parmelee System, National Transportation Co., Yellow Taxi Co.

•

Young & Rubicam, Inc.

285 Madison Ave., New York, N. Y.
Phone Ashland 4-8400
AAAA

Officers

Chairman of Board.....Raymond Rubicam
President .....Chester LaRoche
Treasurer .....J. H. Geise
Sec'y & Dir. of Media...A. V. B. Geoghegan
V-P & Plans Board Chairman, Clarence B. Eldridge
Exec. Vice-Presidents.....Sigurd S. Larmon, Arthur Andrews, Donald Payne
V-P & Mer. Director.....Samuel Cherr
V-P & Copy Director....Charles L. Whittier
V-P & Director of Research...George Gallup
V-P & Art Director.....Vaughn Flannery
Vice-Presidents .....Edward Barnes, John E. Grimm Jr.
V-P & Director of Radio..Donald D. Stauffer
Manager Radio Dept....Clarence Olmstead
Radio Talent Buyer.....William R. Stuhler
Spot Time Buyer.....Joseph Holmes
Network Time Buyer.....Carlos Franco
Radio Production Staff..William R. Stuhler, T. F. Harrington, Pat Weaver
Production Director.....Harry Ackerman, Carol Irwin, Tom Lewis, Hubbell Robinson, William Rousseau, Adrian Samish, R. Skedgell, Bob Welch, Harry von Zell, Thomas Smith, M. Bolen, G. W. Flesher, E. Meade, J. Van Nostrand, C. O'Mara, G. Taylor

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
Phone Central 3142
D. G. Schneider

New Center Bldg., Detroit, Mich.
Phone Detroit 2-1810
John F. Reeder

6253 Hollywood Blvd., Hollywood, Calif.
Phone Hollywood 2734
Mgr. & Production Supervisor, Thomas F. Harrington
Assistant Manager.....Fred W. Wile
Radio Talent Buyer.....Joseph Stauffer

Star Bldg., Toronto, Canada
Phone Elgin 0397
Frank Goodman

University Tower Bldg., Montreal, Canada
Phone Plateau 4691
E. D. Ring

Radio Accounts Placed—Bristol-Myers Co.; General Foods Corp.; Packard Motor Car Co.; Langendorf United Bakeries Inc.; Gulf Oil Corp.; The Borden Co.; International Silver; Gordon Baking Co.; Fels & Co.

CHICAGO

Aubrey, Moore & Wallace, Inc.

230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 0830
ANPA — ABP — PPA

Officers

President .....James T. Aubrey
Vice-Presidents .....John C. Moore, L. T. Wallace, John J. Finlay, L. O. Wilson
Radio Time Buyer .....John H. North

Radio Account Placed—Campana Sales Co.

•

Baggaley-Horton & Hoyt, Inc.

8 South Michigan Ave., Chicago, Ill.
Phone STate 2154

Officers

President .....W. B. Baggaley
Vice-President .....W. S. Hoyt
Vice-President .....S. V. Horton
Secretary-Treasurer .....P. G. Heldman

Radio Accounts Placed—J. W. Marrow Mfg. Co.; Armand Varady.

•

Benton & Bowles, Inc.

Room 2602 Palmolive Bldg., Chicago, Ill.
Phone Delaware 6800

Officers

Chairman of Board.....Chester Bowles
President .....Stuart Sherman
Vice-President and Treasurer, Arthur Marquette
Secretary and Vice-Pres....Edward Aleshire
Director of Radio.....Edward Aleshire

Radio Account Placed—Colgate-Palmolive-Peet Co.

•

Blackett-Sample-Hummert, Inc.

221 N. La Salle St., Chicago, Ill.
Phone Dearborn 0900
ANPA — PPA

Officers

President .....Hill Blackett
Vice-Pres. & Treasurer.....J. G. Sample
Secretary .....J. R. Lieber

Vice-Presidents.....L. D. Milligan, C. S. Ferris, L. A. Crowell, O'Neill Ryan, P. G. Parker
Director of Radio.....Kirby Hawkes
Radio Time Buyer.....Pete Nelson

Branch Offices
247 Park Ave., New York, N. Y.
Phone Wickersham 2-2701

Officers
V-P in Charge of Radio..E. Frank Hummert
Vice-Presidents .....Anne Hummert, George Tormey, Duane Jones, G. R. Collins, R. D. Allum
Radio Time Buyer.....Robert McNell

Radio Accounts Placed—Sterling Products, Inc.; American Home Products Corp.; General Mills, Inc.; Procter & Gamble Co.; Wander Co.; B. T. Babbitt, Inc.; Larus Brothers & Co.; F. & F. Laboratories; Skelly Oil Co.

•

Brandt Advertising Co.

400 W. Madison St., Chicago, Ill.
Phone Franklin 2870
ANPA — PPA — ABP — SNPA

Officers
President.....Eddy S. Brandt
Treasurer.....Chas. T. Beall

•

E. H. Brown Advertising Agency

140 S. Dearborn St., Chicago, Ill.
Phone State 9383
ANPA — PPA — ABP

Officers
President and Secretary.....E. H. Brown
Treasurer.....W. H. Burtis
Vice-President.....J. B. Allen
Director of Radio.....Jack Dice

•

Burnet-Kuhn Advertising Co.

520 N. Michigan Ave., Chicago, Ill.
Phone Superior 3800

Officers
President.....Paul R. Kuhn
Director of Radio.....M. Lewis Goodkind

•

Leo Burnett Company, Inc.

360 North Michigan Ave., Chicago, Ill.
Phone Central 5959
AAAA — ANPA — PPA — ABP — SAAA — SNPA

Officers
Chairman of Board.....Leo Burnett
President.....Leo Burnett
Treasurer.....Leo Burnett
Secretary.....E. Ross Gamble
Vice-President.....DeWitt O'Kieffe
Director of Radio.....Strother Cary

Campbell-Durham-Von Olm Co.

111 West Jackson Blvd., Chicago, Ill.
Phone Wab. 8546
AAAA — ANPA — PPA — ABP — PRB SAAA — SNPA

Officers
President.....A. L. Campbell
Vice-President.....Ned Durand
Secretary.....Oscar Lewis
Treasurer.....M. O. Campbell
Radio Director.....Oscar Lewis

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Merle V. Cox Advertising Agency

20 East Jackson Blvd., Chicago, Ill.
Phone Harrison 7490
ANPA — ABP

Officers
President.....B. V. Cox
Treasurer.....L. C. Loyfait
Secretary.....L. C. Loyfait
Vice-President.....W. E. Perrine
Director of Radio.....B. V. Cox

•

Ford, Browne & Mathews

100 E. Ohio Street, Chicago, Ill.
Phone DElaware 3800
PPA

Officers
Owners .....K. A. Ford, Burton Browne, R. H. G. Mathews.
Production Mgr. .....G. J. Nicholson
Radio Director .....G. H. Incledon

•

Charles Daniel Frey Co.

333 N. Michigan Ave., Chicago, Ill.
Phone State 8161
AAAA — ANPA — PPA — ABP — PRB SAAA — SNPA

Officers
President.....Charles Daniel Frey
Treasurer.....Charles Daniel Frey
Secretary.....J. F. O'Connor
Vice-President.....Larry R. Northrup
Director of Radio.....L. F. Triggs

•

Henri, Hurst & McDonald

520 N. Michigan Ave., Chicago, Ill.
Phone SUperior 3000
AAAA — ANPA — PPA

Officers
President .....W. B. Henri
Secretary .....W. D. McDonald
Treasurer .....J. F. Hurst
Time Buyer.....N. H. Pumpian
Radio Director .....Frank Ferrin

Radio Accounts Placed—Acme White Lead & Color Works; John Morrell & Co.

Frances Hooper Advertising Agency

400 N. Michigan Ave., Chicago, Ill.
Phone Superior 9661
ANPA — PPA

Radio Accounts Placed—Wm. Wrigley, Jr., Co.

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H. W. Kastor & Sons Advertising Co., Inc.

360 N. Michigan Ave., Chicago, Ill.
Phone Cen. 5331

Officers

President .....Louis Kastor
Treasurer.....E. H. Kastor
Secretary.....W. B. Kastor
Vice-President.....R. H. Kastor
Director of Radio.....Gordon Cooke

Branch Offices

30 Rockefeller Plaza, New York
Phone Columbus 5-6135
Arthur Kastor
Arcade Bldg., St. Louis, Mo.
Phone Main 3655
Fred Kastor

Radio Accounts Placed—Procter & Gamble Co.; Welch Grape Juice Co.; Lewis-Howe Co.; Crown Overall Co.; Ward Baking Co.; Grove Laboratories; General Cigar Co.; 4-Way cold tablet; Pursang tonic.

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W. E. Long Co.

155 North Clark St., Chicago, Ill.
Phone RAndolph 4606
ANPA

Officers

President .....W. E. Long
V-P.-Treasurer .....Lloyd R. Wolfe
Vice-President .....Walter D. Warrick
Secretary .....Mildred Allrich

•

Lord & Thomas

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 4800
AAAA — ANPA — ABP — PPA

Officers

President .....Albert Lasker
Executive Vice-President...David M. Noyes
V-P & Secretary.....Mary L. Foreman
Vice-Presidents .....David Horwich, H. G. Little
Radio Director.....Basil Laughrane

Branch Offices

247 Park Ave., New York, N. Y.
Phone Wickersham 2-6600
Executive Vice-President...Seldon R. Coons
Vice-Presidents .....Edward Lasker, Edgar Kobak, Thomas M. Keresy
Radio Director.....Ted Sisson
Radio Time Buyer.....John Hymes
6331 Hollywood Blvd., Hollywood, Calif.
Phone Hollywood 6265
Director of Radio.....Tom McAvity
Radio Time Buyer.....Jack Runyon
601 West Fifth St., Los Angeles, Calif.
Phone Michigan 7651
Executive Vice-President...Don Francisco
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2355
Manager .....John Whedon

Radio Accounts Placed—American Tobacco Co.; Pepsodent Co.; Horlick's Malted Milk Corp.; Cities Service Co.; Lady Esther Ltd.; Quaker Oats Co.; Union Oil Co.; International Cellucotton Products Co.; New Departure Brake Co.; Radio Corporation of America.

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MacDonald-Potter Inc.

230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4333
ABP

Officers

President.....Arthur R. MacDonald
Treasurer.....Arthur R. MacDonald
Secretary.....George Billett
Vice-President.....Robert E. Potter
Director of Radio.....Robert E. Potter
Radio Consultant.....Arthur W. Stowe

•

Hays MacFarland & Company

333 North Michigan Ave., Chicago, Ill.
Phone Randolph 9360
ANPA — PPA — ABP — SNPA

Officers

President.....Hays MacFarland
Treasurer.....B. Ruttingh
Secretary.....B. Ruttingh
1st Vice-President.....Malcolm A. Jennings
Vice-Presidents.....Andrew Coburn, A. B. Dicus, Carroll Dean Murphy.
Asst. Director of Radio.....Evelyn Stark

Radio Accounts Placed—Stewart-Warner Corp., Northwestern Yeast Co., Wincharger Corp., Sterling Brewers, Inc.

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Matteson-Fogarty-Jordan Co.

307 N. Michigan Ave., Chicago, Ill.
Phone Randolph 7000
AAAA — ANPA — PPA — ABP

Officers

President.....W. A. Jordan
Treasurer.....C. C. Fogarty
Secretary.....W. A. Jordan

Vice-President.....C. C. Fogarty
Director of Radio.....Palmer Clark
Radio Accounts Placed—American Products Co., Babson Bros. Co., Chicago Mail Order Co., Loudon Packing Co.

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Morris, Schenker-Roth, Inc.

230 N. Michigan Ave., Chicago, Ill.
Phone State 4050
ANPA — PPA

Officers

President.....Philip Morris
Treasurer.....Philip Morris
Secretary.....Anna E. Schuster
Vice-Presidents..S. M. Roth, B. N. Schenker
Director of Radio.....Harold L. Wailer
Radio Accounts Placed—Premier Pabst Sales Co., Allied Mills, Inc.

•

C. Wendel Muench & Company

210 E. Ohio St., Chicago, Ill.
Phone Whitehall 7717
ANPA — PPA — ABP

Officers

President.....C. W. Muench
Director of Radio.....Ray Henderson
Radio Accounts Placed—Chappel Bros, Inc., Durkee Famous Foods, Fugi Trading Co., U. R. E. Druggist, Inc., Siren Mills Corp., The Vollrath Co.

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Needham, Louis & Brorby, Inc.

360 N. Michigan Ave., Chicago, Ill.
Phone State 5152
AAAA — ANPA — PPA — ABP

Officers

President.....Maurice H. Needham
Treasurer.....O. R. Stadelman
Secretary.....O. R. Stadelman
Vice-Presidents.....J. J. Louis, Melvin Brorby, Harry Phelps
Director of Radio.....Helen Wing
Radio Producer.....Cecil Underwood
Radio Account Placed—S. C. Johnson & Son, Inc.

•

Neisser-Meyerhoff, Inc.

400 N. Michigan Ave., Chicago, Ill.
Phone Delaware 7860
ANPA — PPA

Officers

President.....Arthur E. Meyerhoff
Secretary and Treasurer...Walter R. Neisser
Radio Director.....Walter R. Neisser

Branch Offices

530 W. Sixth Ave., Los Angeles, Calif.
Phone Madison 1151
R. J. Kornhauser
759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144
Radio Account Placed—Wm. Wrigley Jr. Co.

•

Fred A. Robbins Company

360 N. Michigan Ave., Chicago, Ill.
Phone State 6273
AAAA

Officers

President.....Fred A. Robbins
Director of Radio.....Ralph N. Cushing
Radio Account Placed—Bunte Brothers.

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Roche, Williams & Cunnyngham, Inc.

310 S. Michigan Ave., Chicago, Ill.
Phone Harrison 8490

Officers

President.....J. P. Roche
Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston, Guy C. Pierce, Lloyd Maxwell
Director of Radio.....N. J. Cavanagh
Radio Continuity Writers.....J. H. Kelly, G. Hammill, R. A. Seng

Branch Offices

601 Carpenter Bldg., Milwaukee, Wis.
Phone Marquette 5249
H. C. Mulberger (in charge)
1500 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 3750
Guy C. Pierce (in charge)
Radio Accounts Placed—The Studebaker Corp., The Cudahy Packing Co., Munsingwear, Inc., Williams Oil-O-Matic Heating Corp., Miller Brewing Co., Sun Oil Co.

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Schwimmer & Scott

75 E. Wacker Drive, Chicago, Ill.
Phone Dearborn 1816
ANPA — PPA

Officers

Partners.....Walter Schwimmer, R. J. Scott
Directors of Radio.....Cecil Widdifield, N. E. Heyne.
Radio Accounts Placed—Lea & Perrins, Inc., Look Magazine, Melville Shoe Co., Silex Co., Peter Fox Brewing Co., Chrysler-Illinois Co., Salerno-Megowen Biscuit Co.

Russel M. Seeds Company Inc.

Palmolive Bldg., Chicago, Ill.
Phone Delaware 1046
ANPA — PP — ABP — PRB — SNPA

Officers

Chairman of Board.....Freeman Keyes
President.....Freeman Keyes
Treasurer.....Jack Harding
Secretary.....Jack Harding
Vice-President.....Paul Richey
Director of Radio.....Clay Osborne
Radio Producers.....R. Calvert Haws, Tom Wallace.

Branch Offices

Lemcke Bldg., Indianapolis, Ind.
Paul Richey
Jack Harding
1584 Cross Roads, Los Angeles, Calif.
Phone Hillside 0141
Clay Osborne
Tom Wallace
Music Hall Bldg., Cincinnati, Ohio
John Lair

Radio Accounts Placed—W. A. Sheaffer Pen Co., Pinex Co., General Mills, Inc., Keystone Steel & Wire Co., IGA Stores.

•

Selviair Broadcasting System, Inc.

75 E. Wacker Drive, Chicago, Ill.
Phone RAndolph 8877

Officers

President .....Arthur A. Kohn
Secretary-Treasurer-Production Manager, Irving Rocklin
Radio Director .....R. Handleman

•

Stack-Goble Advertising Agency

8 South Michigan Ave., Chicago, Ill.
Phone Randolph 0160
ANPA — PPA — ABP

Officers

President.....E. R. Goble
Treasurer.....E. R. Goble
Secretary.....E. A. Goble
Vice-Presidents.....H. L. Hulsebus, Cliff Knoble
Director of Radio.....Wynn Orr
Assistant Director.....E. A. Goble

Branch Offices

400 Madison Ave., New York, N. Y.
Phone PLaza 3-7445
Vice-Presidents...R. A. Porter, J. A. Butler
Assistant Director.....Wallace Butterworth
1397 Jefferson, East, Detroit, Mich.
Phone Cherry 5315
Cliff Knoble

Radio Accounts Placed—Molle Shaving Cream, Lady Esther Co., Packers Tar Soap, Grove Laboratories, Sterling Products, Sears Roebuck & Co., Swift & Co.

•

Stewart-Davis Advertising Agency

400 N. Michigan Ave., Chicago, Ill.
Phone Superior 1612

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Wade Advertising Agency

208 W. Washington St., Chicago, Ill.
Phone State 7369

Assistant Director.....W. A. Wade
Radio Time Buyer.....Edward N. Nelson
Radio Producers.....W. E. Jones, L. W. Davidson, R. E. Dwyer.
Radio Continuity Writers.....P. C. Lund, Jack Frost.

Radio Account Placed—Miles Laboratories, Inc.

•

The Wessel Company

458 East 30th St., Chicago, Ill.
Phone Victory 1300

Officers

President.....E. Wessel
Exec. V.-P. and Treas.....Stanley L. Wessel
Secretary .....Alfred Flesham
Vice-President.....Theodore T. Weldon
Director of Radio.....Theodore T. Weldon
Assistant Directors.....R. U. Moore, W. L. Chesman
Radio Producers.....James E. Sauter, Frank Easter
Radio Continuity Writers...L. D. Sherman, E. Feiveisel

Branch Offices

247 Park Ave., New York, N. Y.
Phone Wisconsin 2-0077

Represented in N. Y. by James E. Sauter

Radio Accounts Placed—Group of American Banks, cooperative series on disk for undertakers, etc.

LOS ANGELES

Harold Gordon Advertising

Commercial Exchange Bldg., Los Angeles, Calif.
Phone Trinity 5721
CNPA — ABP

Officers

President.....Harold Gordon
Treasurer.....Sam Grodin
Secretary.....Harry Cohen
Vice-President.....D. Gale Gordon

Director of Radio.....Harold Gordon
Assistant Director.....H. Orthwin
Radio Producers.....Harold Gordon
Radio Continuity Writer..Grace Wasserman

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Janes-Morton, Inc.

1220 Maple Ave., Los Angeles, Calif.
Phone Prospect 1154

Officers

President.....Earl DeR. Morton
Treasurer.....A. Orlo Janes
Secretary.....H. W. Nicholas
Vice-President.....A. Orlo Janes
Director of Radio.....Earl DeR. Morton
Radio Producers..E. D. Morton, E. Bengston
Radio Continuity Writers..C. W. Culpepper, Elmer Bengston, Leona Morris, Marilyn Kay.
Radio Accounts Placed—J. W. Marrow Mfg. Co., Nourishine Mfg. Co.

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Logan & Stebbins

811 West Seventh St., Los Angeles
Phone Trinity 8821
AAAA — ANPA — PPA — ABP

Officers

President.....B. A. Stebbins
Vice-President.....D. L. Logan
Director of Radio.....B. A. Stebbins
Radio Accounts Placed—Signal Oil Co., Ward Refrigerator Co.

•

Philip J. Meany Company

816 W. 5th St., Los Angeles, Calif.
Phone Michigon 3601
AAAA — ANPA — PPA — ABP

Officers

President.....Philip J. Meany
Treasurer.....F. M. Hawes
Secretary.....F. M. Hawes
Director of Radio.....H. H. Wright
Radio Account Placed—Bireley's, Inc.

•

Dan B. Miner Co.

250 Chamber of Commerce Bldg.,
Los Angeles, Calif.
Phone Richmond 3101
AAAA — ANPA — ABP — PRB

Officers

Chairman of Board.....Dan B. Miner
President.....Dan B. Miner
Treasurer.....M. R. Sweeney
Vice-President.....J. C. Morse
Director of Radio.....C. P. Scott
Assistant Directors.John Guedel, Jack Miner
Radio Continuity Writers.....John Guedel, Edward Lynn.

ADVERTISING AGENCIES

Raymond R. Morgan Co.

6332 Hollywood Blvd., Hollywood, Calif.
Phone Hempstead 4194

Officers

President.....Raymond R. Morgan
Vice-President..... Ernest Hix
Business Manager.....R. E. Messer
Director of Radio.....Cyril Armbrister
Radio Continuity Writers.James J. McCleery, Richard Weil
Radio Accounts Placed—Stokely-Van Camp Co., Folger Coffee Co., Gilmore Oil Co.

•

Faraon Jay Moss and Associates

318 West Ninth St., Los Angeles, Calif.
Phone Trinity 5584

Officers

President.....Faraon Jay Moss
Treasurer.....M. Schreurs
Secretary .....D. Williams
Vice-President.....C. Church More
Director of Radio.....Amos T. Baron
Radio Continuity Writer.....Don L. Frick

•

Edward N. Nathan Advertising Agency

345 Bendix Bldg., Los Angeles, Calif.
Phone Prospect 1596

Officers

President.....E. N. Nathan
Vice-President.....Martin Quin
Director of Radio.....John Martin

•

Steller-Millar

112 West 9th St., Los Angeles, Calif.
Phone Mutual 4308

Officers

Principals.....O. A. Steller, Helen V. Millar.
Director of Radio.....H. V. Millar
Radio Account Placed—Vita-Foot.

•

Milton Weinberg Advertising Co.

325 W. Eighth St., Los Angeles, Calif.
Phone Trinity 6878
ANPA — PPA

Officers

Co-Partners.....Milton Weinberg, Bernard Weinberg.
Director of Radio.....George N. Laws
Radio Accounts Placed — Tavannes of America, Inc.; Raymonds, Inc.; Manhattan Soap Sales Corp

CALIFORNIA

Ennis-Anderson Adv. Agency

Holland Bldg., Fresno, Calif.
Phone 3-2613
CNPA

Officers

President.....E. E. Anderson
Vice-President.....Frank Ennis
Radio Continuity Writer....C. C. Anderson
Radio Accounts Placed — Sealy Mattress Co., Fresno Macaroni Mfg. Co.

•

Emil Reinhardt Advertising Agency

324 - 13th, Oakland, Calif.
Phone Templebar 2408
ANPA

Officers

Owner.....Emil Reinhardt
Radio Producer.....Dave Lane
Radio Continuity Writers.....Dave Lane, Robert Baumgaertner
Radio Accounts Placed—Kilpatrick's Bread, Standard Beverage Ltd., The Fruzert Co., Parisian Baking Co., Jeff Townsend Co.

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Tomaschke-Elliott, Inc.

1624 Franklin St.. Oakland. Calif.
Phone Glencourt 4941
APA — NOAB — NCBA

Officers

President.....F. L. Tomaschke
Secretary.....William M. Maxfield
Vice-President.....Wallace F. Elliott
Director of Radio.....Wallace F. Elliott
Radio Continuity Writers...J. A. McDonald, Hal Burdick
Radio Accounts Placed—Cardinet Candy Co., Pacific Guano Co., Gordon-Allen, Ltd., Delta Clay Co., Hoyt Heater Co.,

•

Kingshall Advertising Agency, Inc.

328-330 N. Lake Ave., Pasadena, Calif.
Phone Terrace 6533
PPA

Officers

Director of Radio.....Chas. E. Sydnor
Radio Producer.....Frank Arbuckle
Radio Accounts Placed—Kerr Sport Shop, Inc., Kerr Glass Mfg. Corp.

Barnes Chase Co.

530 Broadway, San Diego, Calif.
Phone Prospect 4118
Branch Office
1121 S. Hill St., Los Angeles, Calif.
Phone Prospect 4118

Officers

Partners.....Norman R. Barnes, Henry H. Chase
Director of Radio.....David F. Titus
Radio Accounts Placed—White King Soap Co.

•

Norman W. Tolle and Associates

631 Third Ave., San Diego, Calif.
Phone Franklin 6606

Officers

President.....Norman W. Tolle
Secretary.....Muriel M. Tolle
Director of Radio.....Norman W. Tolle

•

Brewer-Weeks Company

564 Market St., San Francisco, Calif.
Phone Douglas 8234
AAAA — ABP

Officers

President .....F. T. Weeks
Treasurer.....W. A. Brewer
Secretary.....W. A. Brewer
Director of Radio .....W. A. Brewer
Assistant Directors.....F. T. Weeks, K. J. Beaver

•

Emil Brisacher and Staff

310 Crocker Bldg., San Francisco, Calif.
Phone Garfield 0276

Officers

President .....Emil Brisacher
Vice-President.....R. T. Van Norden
Director of Radio.....C. H. Gabriel

Branch Offices

Petroleum Securities Bldg., Los Angeles, Cal.
Phone Prospect 9368
Robert J. Davis, H. R. Beaven
Louise Ludke, Vernon Wosnick
Radio Accounts Placed—S. & W. Fine Foods, California Conserving Co.

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The Dake Advertising Agency, Inc.

116 New Montgomery Street
San Francisco, Calif.
Phone Sutter 2403
ANPA — ABP

Officers

Chairman of Board.....L. W. Dake
President .....L. W. Dake
Treasurer .....L. W. Dake
Secretary.....A. Franke
Vice-President.....Fred W. Rea
Director of Radio.....L. E. Dake

D'Evelyn & Wadsworth, Inc.

486 California St., San Francisco, Calif.
Phone Garfield 8267
ANPA
Officers

President.....Norman F. D'Evelyn
Treasurer.....Harry E. Tharsing
Secretary.....Harry E. Tharsing
Vice-President.....Milton E. Wise
Director of Radio.....Leland L. Levinger
Radio Accounts Placed—The Owl Drug Co., Hammer-Bray Co., Ltd.

•

Harry Elliott Advertising, Inc.

1079 Monadnock Bldg., San Francisco, Calif.
Phone Douglas 1146
Officers

President.....Harry C. Elliott
Secretary.....Franc M. Elliott
Director of Radio.....Marie Houlahan

•

Sidney Garfinkel Advertising Agency

153 Kearny St., San Francisco, Calif.
Phone Exbrook 3420
PPA — ABP
Officers

President.....Sidney Garfinkel
Director of Radio.....Bert Van Cleve
Radio Continuity Writers...Bert Van Cleve, Florence Frederickson
Radio Accounts Placed—Euclid Candy Co. of Calif., Kay Jewelry Co. of Oakland, Calif.

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Gerth-Knollin Advertising Agency

111 Sutter Bldg., San Francisco, Calif.
Phone Garfield 1081
AAAA — ABP
Officers

Partners..Edwin P. Gerth and Jas. C. Knollin
Radio Accounts Placed—Ferry-Morse Seed Co.

•

Rufus Rhoades & Company

909 De Young Bldg., San Francisco, Calif.
Phone Exbrook 6469
Officers

President.....Rufus Rhoades
Director of Radio.....A. W. Scott
Radio Producer.....R. Holman

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Wank and Wank

580 Market St., San Francisco, Calif.
Phone Garfield 2921
Branch Office
Patterson Bldg., Fresno, Calif.
Phone 3-7181

Howard E. Williams, Advertising

485 California St., San Francisco, Cal.
Phone Douglas 2990
PPA
Officers

Sole Owner .....Howard E. Williams
Director of Radio.....Joseph Sill, Jr.
Radio Account Placed—Duart Sales Co., Ltd.

COLORADO

Bob Betts, Inc.

Insurance Exchange Bldg., Denver, Colo.
Phone Main 1206
Officers

President.....R. J. Betts
Secretary.....R. A. Rhodes
Vice-President.....E. Whitstone
Director of Radio.....A. E. Wood

•

Conner Advertising Agency, Inc.

1523 Welton St., Denver, Colo.
Phone Keystone 5351
AAAA — ANPA
Officers

President.....Cecil R. Conner
Treasurer .....E E. Tanner
Secretary .....E. E. Tanner
Vice-President.....William H. Wagner
Director of Radio.....William H. Wagner
Assistant Director.....C. E. Brace
Radio Continuity Writers.....C. E. Brace, William H. Wagner, Cecil R. Conner
Radio Accounts Placed—Denver Convention & Tourist Bureau; Denver Mud Co.

•

The Raymond Keane Advertising Agency

17th Street at Champa, Denver, Colo.
Phone Tabor 7166
Officers

President .....Raymond Keane
Space Buyer ....R. L. Grafft
Radio Director-Gen. Mgr....Ethel N. Hines

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Ted Levy Advertising Agency

204 Temple Court Bldg., Denver, Colo.
Phone Keystone 0159
ANPA — ABP
Officers

Owner .....Ted Levy

Secretary-Treasurer.....V. Barger
Acct. Exec. and Space Buyer.....Ted Levy
Production Manager.....Herb Kendig
Radio Production.....B. V. Duncan
Research.....J. MacMillan
Radio Continuity Writer.....B. V. Duncan
Radio Accounts Placed—Associated Denver Tailors, New Method Cleaners & Dyers.

CONNECTICUT

Rozene Advertising Company

1066 Main St., Bridgeport, Conn.
Phone 5-0552
Officers
Director of Radio.....Jack I. Rozene
Assistant Director.....Leon Rozene
Radio Continuity Writer..Alexander Brodsky

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The Stentor Company

49 Pearl St., Hartford, Conn.
Phone 2-2442
ABP
Officers
President.....E. J. Owen
Vice-President.....R. W. Bidwell
Director of Radio.....G. A. Wray

Washington, D. C.

Henry J. Kaufman, Advertising

Homer Bldg., Washington, D. C.
Phone District 7400
ANPA — ABP
Officers
President.....Henry J. Kaufman
Treasurer.....R. B. Perry
Vice-President.....W. F. Symund
Director of Radio.....Jeffrey A. Abel
Radio Producer.....J. A. Abel
Radio Continuity Writer.....U. Bitner, W. Wachter
Radio Accounts Placed—Jos. Schlitz Brewing Co., Dr. Pepper Bottling Co., Wash., D. C., Dodge Dealer Assn.

FLORIDA

Associated Advertising Agency, Inc.

301 Florida National Bank Bldg.
Jacksonville, Fla.
Phone 3-1253
ABP — SNPA
Officers
President.....M. T. Newman
Treasurer.....M. T. Newman
Secretary.....Karl M. Zink
Vice-President.....Hunter Lynde
Director of Radio.....Hunter Lynde
Radio Continuity Writer...George E. Weeks

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A. P. Phillips Company

24 W. Pine St., Orlando, Fla.
Phone 4040
ANPA — SNPA
Officers
Chairman of Board.....A. P. Phillips
President.....A. P. Phillips, Jr.
Treasurer.....E. H. Garrett
Secretary.....Ellen Loshbough
Vice-President.....A. P. Phillips
Director of Radio.....Wm. G. Harold
Radio Continuity Writer....Harold F. Smith
Radio Account Placed—Atlantic Co.

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Griffith Advertising Agency

817 Times Bldg., St. Petersburg, Fla.
Phone 4311
SNPA
Officers
Owner and Manager.....T. M. Griffith
Director of Radio.....Robert F. Bullard
Radio Accounts Placed—St. Petersburg Chamber of Commerce, Silver Springs, Fla.; Clearwater, Fla., Chamber of Commerce; Indian Rocks Fruits, Inc.

GEORGIA

Freitag Advertising Agency, Inc.

Standard Bldg., Atlanta, Ga.
Phone Walnut 3493
SNPA
Officers
President.....Joseph V. Freitag
Secretary.....R. W. Wallace
Branch Office
35 E. Wacker Drive., Chicago, Ill.
Phone Central 5772
Manager.....H. R. Talbot
Radio Accounts Placed—Pure Oil Co., Columbia Baking Co., Comet Rice Co., Jefferson Standard Life Ins. Co.

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Groves-Keen, Inc.

Bona Allen Bldg., Atlanta, Ga.
Phone Walnut 4517
APA — SNPA
Officers
President.....J. L. Groves

Treasurer.....Charlton Keen
Director of Radio.....W. R. Christian
Radio Continuity Writer.....Ralph Meeks

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Rawson-Morrill, Inc.

10th Floor, Commercial Exchange Bldg.
Atlanta, Ga.
Phone Walnut 3594
ABP — SNPA
Officers

President.....Chas. A. Rawson
Treasurer.....M. P. Morrill
Secretary.....M. P. Morrill
Vice-President.....H. L. Morrill, Jr.
Director of Radio.....H. L. Morrill, Jr.

ILLINOIS

Earl M. Cummings, Advertising

Gas-Electric Bldg., Rockford, Ill.
Phone Main 1806
PPA — ABP
Officers

President.....E. M. Cummings
Director of Radio.....E. M. Cummings
Assistant Directors.....A. B. Brand, J. R. McPherson

INDIANA

Louis E. Wade, Inc.

312 Utility Bldg., Fort Wayne, Ind.
Phone Eastbrook 1438
ANPA
Officers

President.....Louis E. Wade
Treasurer.....Geo. B. Buist
Secretary.....Geo. B. Buist
Director of Radio.....V. H. Campbell

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Central Advertising Corp.

419 Board of Trade Bldg., Indianapolis, Ind.
Phone Lincoln 7648
ANPA — PPA
Officers

President.....G. Vance Smith
Treasurer.....G. Vance Smith
Secretary.....H. B. Smith
Vice-President.....G. L. Smith
Director of Radio.....G. Vance Smith
Radio Accounts Placed—Capital Paper Co.

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Carter, Jones & Taylor

515 Associates Bldg., South Bend, Ind.
Phone 3-3171
ABP
Officers

President.....Ralph E. Jones
Treasurer.....James W. Taylor, Jr.
Secretary.....James W. Taylor, Jr.
Vice-President.....Lincoln J. Carter
Director of Radio.....Lincoln J. Carter
Radio Continuity Writers.Wm. D. Robertson, Betty Brugger
Radio Accounts Placed—Kamm & Schellinger Co.

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Lamport, Fox & Company

825 J. M. S. Bldg., South Bend, Ind.
Phone 3-2161
ANPA — PPA — ABP
Officers

President.....W. K. Lamport
Vice-President.....H. W. Fox
Secretary-Treasurer.....I. S. Dolk
Vice-President.....C. F. Prell
Director of Radio.....C. F. Prell

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Arbee Agency, Inc.

Advertising Arts Bldg., Terre Haute, Ind.
Phone C-5017
ANPA — PPA — ABP
Officers

President.....W. Rex Bell
Treasurer.....W. W. Bell
Secretary.....W. L. Smith
Vice-President.....Duane Wanamaker
Director of Radio.....Duane Wanamaker
Radio Accounts Placed—Champagne Velvet Beer, Hulman & Co.

IOWA

The L. W. Ramsey Co.

Union Bank Bldg., Davenport, Iowa
Phone 3-1889
ANPA — PPA
Officers

President.....L. W. Ramsey
Secretary.....E. G. Naeckel
Branch Office
230 N. Michigan Ave., Chicago, Ill.
Phone Franklin 6996
Vice-President.....F. L. Eason
Director of Radio.....Fred Herendeen
Radio Accounts Placed—F. W. Fitch Co.

LOUISIANA

Bauerlein, Inc.

1028 Hibernia Bldg., New Orleans, La.
Phone Raymond 8601
ANPA — SNPA
Officers

President.....G. W. Bauerlein

Treasurer .....G. W. Bauerlein
Secretary .....S. Pane McGehee
Vice-President .....H. S. McGehee

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Fitzgerald Advertising Agency, Inc.

202 Southern Bldg., 833 Howard Ave.,
New Orleans, La.
Phone Raymond 5194
AAAA — ANPA — PPA — SNPA

Officers

President.....Joe L. Killeen
Vice-President.....Leonard Gessner
Secretary-Treasurer.....Roy M. Schwarz
Vice-President.....Joseph H. Epstein
Director of Radio.....Joe L. Killeen
Assistant Directors.....Temple H. Black
Radio Producers.....Temple H. Black
Radio Continuity Writers...Roy M. Schwarz, Temple H. Black, Joe L. Killeen

Radio Account Placed—Wesson Oil & Snowdrift Sales Co.

MARYLAND

I. A. Goldman & Company

100 N. Eutaw St., Baltimore, Md.
Phone Plaza 357
ANPA

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The Joseph Katz Company

16 E. Mt. Vernon Place, Baltimore, Md.
Phone Vernon 7094
AAAA — ANPA — PPA — ABP

Officers

President .....Joseph Katz
Treasurer.....Charles M. Harrison
Director of Radio.....J. C. Bridgwater
Radio Producers.....J. C. Bridgwater, Edward Prager
Radio Continuity Writers...J. C. Bridgwater, R. A. Smalley, George Lucas

Branch Offices

247 Park Ave., New York, N. Y.
Phone Wickersham 2-2740

Manager .....R. A. Smalley

Radio Account Placed—American Oil Co.

Samson Advertising & Merchandising Service

400 Hearst Tower, Baltimore, Md.
Phone Plaza 3637
PPA — ABP

Officers

Owner.....Samson Feldman

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Frank D. Webb Advertising Company

10 W. Read St., Baltimore, Md.
Phone Vernon 5671
ANPA — PPA — ABP — SNPA

Officers

President.....Frank D. Webb
Treasurer.....Anna J. Coleman
Director of Radio.....Mary Jane Durham

Radio Accounts Placed—Eckels Ice Cream Co., Stahl Eidman Coffee Co., Lime Cola Sales Co.

MASSACHUSETTS

Badger & Browning

75 Federal St., Boston, Mass.
Phone Liberty 3364
ANPA — ABP — PPA

Officers

President .....J. L. Badger
Vice-President .....C. P. Parcher
Treasurer .....F. S. Browning

Affiliated Office

Badger & Browning & Hersey
30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-3720
Robert W. Hersey

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James Thomas Chiburg Company

216 Tremont St., Boston, Mass.
Phone Hancock 7310
AAAA — ANPA — ABP

Officers

President.....J. T. Chirurg
Treasurer .....K. A. Kendall
Secretary .....K. A. Kendall
Vice-President.....H. G. Sawyer

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Harry M. Frost Co., Inc.

260 Tremont St., Boston, Mass.
Phone Liberty 0813
ANPA — PPA

Officers

President.....Karl M. Frost
Treasurer.....Harry M. Frost

Assistant Treasurer.....Edith G. Robinson
Secretary.....Harvey P. Newcomb
Vice-President.....Harry M. Frost
Director of Radio.....Harvey P. Newcomb
Radio Continuity Writers.....H. E. Bessom, V. B. Klefbeck, Daniel J. Ford, Jr., Philip G. Brady
Radio Accounts Placed—Durkee Mower Co., Page & Shaw Candy, Cranberry Canners, Inc.

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Louis Glaser, Inc.

1111 Statler Bldg., Boston, Mass.
Phone Liberty 6044
ANPA — PPA — ABP
Officers

President.....Louis Glaser
Treasurer.....Louis Glaser
Secretary.....Haskell Cohn
Vice-President.....Victor Nelson
Director of Radio.....Everett Doten
Radio Continuity Writers....Victor Nelson, Arthur Menadier, Selden Loring, Everett Doten
Radio Accounts Placed—Edgar P. Lewis Co., United Farmers' Dairy Products, Northeastern Lab., Inc.

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Ingalls Advertising

137 Newbury St., Boston, Mass.
Phone Commonwealth 5767
ANPA — PPA — ABP
Officers

President.....Arthur W. Ingalls
Treasurer.....Frederick S. Thompson
Vice-President.....J. Raymond Miniter
Director of Radio.....Sheldon M. Fisher

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David Malkiel Advertising Agency

260 Tremont St., Boston, Mass.
Phone Liberty 1421
ANPA — ABP
Officers

Owner.....David Malkiel
Secretary.....Martha Brest
Director of Radio.....Harry Lane
Radio Continuity Writers...J. L. Michelson, Alfred Black, Martin Kadis

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O'Malley Advertising & Selling Co.

Globe Bldg., Boston, Mass.
Phone Capitol 4345
ANPA — PPA — ABP — PRB
Officers

President.....Chas. J. O'Malley
Treasurer.....Chas. J. O'Malley
Secretary.....L. D. Jordan
Vice-President.....L. J. O'Malley
Director of Radio.....C. D. O'Malley
Radio Account Placed—Stetson Shoe Co.

MICHIGAN

Frank M. Meyers Company, Inc.

Security National Tower, Battle Creek, Mich.
Phone Battle Creek 6624
ANPA
Officers

President.....Frank M. Meyers
Treasurer.....F. Willard Meyers
Vice-President.....V. N. Meyers

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Lee Anderson Advertising Company

8415 E. Jefferson Ave., Detroit, Mich.
Phone Lenox 5000
ANPA — PPA — ABP
Officers

Chairman of Board.....Lee Anderson
President.....Lee Anderson
Treasurer.....M. J. Alef
Secretary.....B. A. Carey
Vice-President.....M. J. Alef
Director of Radio.....Fred Barrett
Radio Accounts Placed—Chrysler.

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Brace Beemer, Inc. Radio Advertising

1216-18 Maccabees Bldg., Detroit, Mich.
Phone Temple 1-1774
Officers

President.....Brace Beemer
Comptroller.....R. H. Edsall
Secretary.....K. S. Carrick
Vice-President.....B. B. O'Brecht
Director of Radio.....Brace Beemer
Assistant Directors.Russell Edsall, King Bard
Radio Producers.....T. E. Campbell, Bromley House, R. J. Morris
Radio Continuity Writers.....M. S. Spencer, Margaret Sweezey, A. W. Kruse
Radio Accounts Placed—Diesel-Wemmer, Gilbert Co., Bernard-Swartz Corp., Chicago Institute of Diesel Engineering, Practical Diesel Training Co., Overhaul Products Co.

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Brooke, Smith & French, Inc.

82 East Hancock Ave., Detroit, Mich.
Phone Columbia 0860
AAAA — ANPA — PPA — ABP
Officers

Chairman of Board.....Charles W. Brooke
President.....Willard S. French

Treasurer.....Guy C. Smith
Executive Vice-President, Secretary, Guy C. Smith
Vice-Presidents.....H. H. Olmacher, Sturges Dorrance, J. G. Williams, Clarke C. Wilmot
Director of Radio.....Lewis Amis
Radio Account Placed—Hudson Motor Car Co.

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D. P. Brother & Co., Inc.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-8250
AAAA — ANPA — PPA

Officers

President .....D. P. Brother
Secretary .....F. L. Vervake
Treasurer & Radio Time Buyer, C. Georgi, Jr.
Radio Account Placed—Oldsmobile Motor Co.

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Campbell-Ewald Co.

General Motors Bldg., Detroit, Mich.
Phone Trinity 6200
AAAA — ANPA — ABP — PPA

Officers

Chairman of Board.....Henry T. Ewald
President.....R. H. Crooker
Vice-Pres. & Gen. Mgr.....W. W. Lewis
Director of Radio.....J. H. Neebe
Radio Time Buyer.....G. C. Packard

Branch Offices

714 W. Olympic Blvd., Los Angeles, Calif.
Phone Prospect 1275
Manager.....Steven S. Arnett

1700 Claus Spreckels Bldg., San Francisco, Calif.
Phone Douglas 5670
Manager.....R. V. Dunne

543 Pittock Bldg., Portland, Ore.
Phone Broadway 1441

Radio Accounts Placed—Chevrolet Motor Co.

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The Electrograph Co.

3815 W. Fort St., Detroit, Mich.
Phone Lafayette 3620
PPA — ABP

Officers

President.....M. S. Adams
Treasurer.....J. P. Beatty
Secretary.....J. B. Beatty
Vice-President.....F. A. Prince

Branch Office

1401 French Bldg., 551 5th Ave., N. Y. C.
Phone MUrray Hill 2-1706
E. C. Denaple

S. M. Epstein Co.

Industrial Bank Bldg., Detroit, Mich.
Phone Cadillac 7760
ANPA

Officers

President.....S. M. Epstein
Secretary.....N. R. Thal
Vice-President.....S. E. Lind
Director of Radio.....Norman R. Thal

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MacManus, John & Adams, Inc.

12th and 14th Floors, Fisher Bldg.
Detroit, Mich.
Phone Trinity 2-8300
ANPA — PPA — ABP

Officers

Chairman of Board.....W. A. P. John
President.....W. A. P. John
Treasurer.....James R. Adams
Secretary.....John R. MacManus
Exec. Vice-President.....James R. Adams
Vice-Presidents.....Harvey G. Luce, John R. McManus, Edward E. Rothman
Director of Radio.....W. A. P. John
Assistant Treasurer.....Leo A. Hillebrand
Assistant Director.....Miss Sue Adams

Branch Offices

111 Sutter Bldg., San Francisco, Calif.
Phone Sutter 3797
R. P. Hurst

618 Petroleum Securities Bldg.
Los Angeles, Calif.
Phone Prospect 8291
Jack Hutchison

Radio Accounts Placed—Pontiac Motor Co., Cadillac Motor Co., Tivoli Brewing Co., Boydell Paint & Varnish Co., Peters Cleaners & Dyers.

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Martin, Inc.

1019 Fox Bldg., Detroit, Mich.
Phone Randolph 6220
ANPA — PPA — ABP

Officers

President.....Frank V. Martin
Treasurer.....M. E. Wetterholt
Secretary.....M. E. Wetterholt
Vice-Presidents.....E. G. Frank, F. W. Atherton
Director of Radio.....Messrs. Martin, Frank & Atherton
Radio Continuity Writers.....E. G. Frank, E. A. Ramsay

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Maxon, Inc.

2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710
ANPA — PPA

Officers

Chairman of Board.....Lou R. Maxon

President .....T. K. Quinn
Vice-President .....Searle Hendee
Treasurer .....W. J. O'Neil
Radio Time Buyer.....H. G. Selby
Branch Offices
570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930
Radio Director .....Robert C. Wilson, Jr.
Heights-Rockefeller Bldg., Cleveland, O.
Phone Yellowstone 7774
Vice-President .....Ray Baker
919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 3536
L. J. Sholty
Radio Accounts Placed—General Electric Co.; H. J. Heinz Co.

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The Fred M. Randall Company

3314 Book Bldg., Detroit, Mich.
Phone Cadillac 4662
Officers
President.....R. G. Harris
Treasurer.....H. Ross Mack
Secretary.....Hal G. Trump
Vice-President.....H. Ross Mack
Director of Radio.....George B. Dow

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Simons-Michelson Company

Washington Blvd. Bldg., Detroit, Mich.
Phone Cherry 3000
ANPA
Officers
Owners.....Leonard N. Simons, Lawrence J. Michelson
General Manager.....Leon S. Wayburn
Director of Radio.....Ivan Frankel
Radio Continuity Writers.....Ivan Frankel, Glenn Kyker
Branch Offices
225 Fifth Ave., New York, N. Y.
Phone Murray Hill 3-8077
Murray Hirsch
155 N. Clark St., Chicago, Ill.
Phone Dearborn 1928
J. R. Spiegel

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Rolfe C. Spinning, Inc.

5057 Woodward, Detroit, Mich.
Phone Columbia 0531
ANPA — PPA — ABP
Officers
President.....Rolfe C. Spinning
Treasurer .....E. Walker
Secretary .....E. Walker
Vice-President.....W. C. Dudgeon
Director of Radio.....Paul H. Bruske

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Stockwell & Marcuse

1824 Natl. Bank Bldg., Detroit, Mich.
Phone Cadillac 4484
Officers
Partners.....William H. Stockwell, Philip R. Marcuse
Director of Radio.....William H. Stockwell

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Zimmer-Keller, Inc.

2210 Park Ave., Detroit, Mich.
Phone Cadillac 9151
Officers
President .....Walter F. Zimmer
Treasurer .....Walter F. Zimmer
Secretary.....H. R. Klein
Vice-President.....R. E. Keller
Director of Radio.....W. F. Zimmer
Radio Continuity Writer.....R. E. Keller
Radio Accounts Placed—Michigan Brewer's Association, Peoples Outfitting Co., Farmers' & Manufacturers' Beet Sugar Association.

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Stevens, Inc.

809 Assn. of Commerce Bldg.
Grand Rapids, Mich.
Phone 9-8175
ANPA — PPA — ABP
Officers
President.....Joe Stevens, Jr.
Treasurer.....J. C. Stevens
Secretary.....C. Lamse
Vice-President.....John Stevens
Director of Radio.....A. W. Erhardt

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Ogden Advertising

1217-1218 American Natl. Bank Bldg.
Kalamazoo, Mich.
Phone 4967
Officers
President.....M. Dale Ogden
Director of Radio.....Frank Pero

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Staake & Schoonmaker Co.

1515 American National Bank
Kalamazoo, Mich.
Phone 3-1403
PPA — ABP
Officers
Partners.....Paul C. Staake, Carl B. Schoonmaker
Director of Radio.....U. H. Moss

MINNESOTA

Stewart-Taylor Company

326 W. Michigan St., Duluth, Minn.
Phone Melrose 114
ABP
Officers
President.....M. I. Stewart

Treasurer.....A. W. Taylor
Secretary.....L. E. Marvin
Vice-President.....A. W. Taylor
Director of Radio.....L. E. Marvin

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Frizzell Advertising Agency, Inc.

1202 Plymouth Bldg., Minneapolis, Minn.
Phone Main 1915
ANPA — SNPA

Officers

President.....F. L. Frizzell
Treasurer.....Frederick L. Frizzell
Secretary.....D. Moore
Vice-President.....S. Frizzell
Director of Radio.....F. L. Frizzell

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Hutchinson Advertising Co.

1000 Hodgson Bldg., Minneapolis, Minn.
Phone Atlantic 5238

Officers

Chairman of Board.....A. Dollenmayer
President .....Merrill Hutchinson
Treasurer .....Merrill Hutchinson
Secretary.....J. V. Pidgeon
Vice-Presidents.....H. K. Painter, J. M. Bridge, H. R. Stevenson
Director of Radio.....H. K. Painter
Radio Continuity Writers...H. R. Stevenson, Tod Williams, Rebekah Kenney
Radio Account Placed—Pillsbury Flour Mills Co.

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Knox Reeves Advertising, Inc.

307 South Fourth Ave., Minneapolis, Minn.
Phone Bridgeport 4291
ANPA

Officers

President & Treasurer.....Wayne Hunt
Vice-Presidents.....J. A. Sarles, Helen A. Brown
Radio Director.....Brad Robinson
Radio Account Placed — General Mills, Inc.

•

Mitchell Advertising Agency Inc.

303 Essex Bldg., Minneapolis, Minn.
Phone Main 5387
AAAA — ANPA — PPA — ABP

Officers

President .....J. H. Mitchell
Treasurer .....J. H. Mitchell
Secretary.....R. W. Foulke
Vice-President.....E. W. Sann

David, Inc., Advertising Agency

W-3173 First National Bank Bldg.
St. Paul, Minn.
Phone Garfield 3872
ANPA — PPA

Officers

President .....Quentin J. David
Treasurer .....Quentin J. David
Secretary.....Roger H. David
Vice-President.....John C. Fabbrini
Director of Radio.....Angeline Clement

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Luther Weaver & Associates

200 Globe Bldg., St. Paul, Minn.
Phone Cedar 3777

Officers

President .....Luther Weaver
Director of Radio.....Marjorie Peterson
Assistant Directors.....Florian J. Schleck, Edward Megroth
Radio Accounts Placed—W. A. Miller, Inc., Minneapolis Fed. Savings and Loan Ass'n, F. C. Hayer Co., Northern Pacific Railroad, Twin Cities Optometrists.

MISSOURI

Ferry-Hanly Company

3200 Fidelity Bldg., Kansas City, Mo.
Phone Harrison 4890
AAAA — ANPA — PPA — ABP

Officers

President.....C. P. Luther
Treasurer .....O. P. Luther
Secretary .....O. P. Luther
Vice-President.H. M. Montgomery (N.Y.C.), Stewart L. Mims (N.Y.C.), Bruce B. Brewer (Kansas City), Matthew G. Pierce (Chicago), A. B. Taylor (Chicago)

Branch Offices

500 Fifth Ave., New York City
Phone Longacre 5-5000
Manager.....H. M. Montgomery
111 W. Monroe St., Chicago, Ill.
Phone Central 8333
Manager.....Chas. L. Collette

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R. J. Potts and Co.

101 West 11th St., Kansas City, Mo.
Phone Victor 4433
ANPA — PPA — ABP

Officers

President.....R. J. Potts
Secretary and Treasurer...Miss Jerry McKee
Vice-President.....J. B. Woodbury
Assistant Directors.....D. B. Mindlin, E. A. Warner, Frank F. B. Houston, Harvey D. Pearman

The Potts Turnbull Company

10th Floor, Carbide & Carbon Bldg.
Kansas City, Mo.
Phone Victor 9400
ANPA — PPA

Officers

President .....W. J. Krebs
V-P.-Production Mgr.....D. E. Dexter
Secretary .....G. F. Magill
Treasurer .....E. T. Chester
Time Buyer.....B. G. Wasser

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D'Arcy Advertising Company

Missouri Pacific Bldg., St. Louis, Mo.
Phone Central 6700
AAAA — ANPA — PPA — ABP — PRB — SAAA — SNPA

Officers

President.....W. C. D'Arcy
Treasurer .....C. C. Pangman
Secretary .....C. C. Pangman
Vice-President.....J. F. Oberwinder

Branch Offices

515 Madison Ave., New York City
Phone Eldorado 5-3765
Vice-President in Charge of Radio .....F. W. Coste
Radio Continuity Writer.....J. H. Kinsella

Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158
J. Y. Brown, Jr., H. M. Cooper

P. O. Box 1734, Atlanta, Ga.
Phone Hemlock 7608
W. Pflueger

Radio Accounts Placed—Coca-Cola Co.

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Gardner Advertising Co.

Mart Bldg., St. Louis, Mo.
Phone Garfield 2915
AAAA

Officers

Chairman of Board.....H. S. Gardner
President.....E. G. Marshutz
Treasurer.....E. R. Gardner
Secretary.....E. R. Gardner
Vice-President.....Mrs. E. P. Proetz
Director of Radio.....C. E. Claggett (St. Louis Director)
Radio Producer.....Melvin Wamboldt
Radio Continuity Writers.Melvin Wamboldt, Jack Holden

Branch Offices

9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2000
Vice-President in Charge of Radio, Roland Martini

1419 Heyburn Bldg., Louisville, Ky.
Phone Jackson 5328

Radio Accounts Placed—Pet Milk Co., Ralston Purina Co., Falstaff Brewing Corp., Independent Packing Co., L. & N. Rwy., Brown Shoe Co.

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Kelly, Stuhlman & Zahrndt, Inc.

1204 Mart Bldg., St. Louis, Mo.
Phone Garfield 0777

Officers

President.....C. F. Kelly, Jr.
Vice-Pres. and Treasurer....W. W. Zahrndt
Vice-Pres. and Secretary.....C. F. Stuhlman
Vice-President.....V. A. Kelly
Director of Radio.....C. F. Kelly, Jr.
Assistant Director.....W. W. Zahrndt
Radio Producers.....C. F. Kelly, Jr., V. A. Kelly
Radio Continuity Writers....C. F. Kelly, Jr., V. A. Kelly, C. F. Stuhlman

Radio Accounts Placed—Central Shoe Company, Lutheran Laymen's League, Pine Balm Co.

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Ralph Moore Inc.

208 North Broadway, St. Louis, Mo.
Phone Chestnut 8728
ANPA — PPA

Officers

President.....Ralph Moore
Treasurer.....I. M. Waltrip
Secretary.....I. M. Waltrip
Vice-President.....Marcia Moore
Director of Radio.....Ralph Moore

•

Ross-Gould Co.

10th & Olive, St. Louis, Mo.
Phone CEntral 1646
ANPA — ABP

Officers

President.....H. O. Ross
Treasurer.....H. M. Ross
Secretary and Vice-Pres....Walter K. Eckles
Vice-President.....Harry Meyer

Radio Account Placed — Absorene Mfg. Co.

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Shaffer Brennan Advertising Co.

4 North Eighth St., St. Louis, Mo.
Phone Main 2579
ANPA — ABP

Officers

Partners .....T. D. Shaffer and Sam B. Margulis
Radio Producers,.....Sam B. Margulis, R. C. Stricker
Radio Continuity Writer.....L. Seelig

Radio Accounts Placed—Benton County Nursery, Brigham Oil Burner Co., Hauck Bakery Co., Geo. Rushton Baking Co., Lawrence Baking Co., Liberty Baking Co., Midland Baking Co., Pauls' Bread Co., Peter Pan Bakeries, Purity Ann Baking Co.

MONTANA

Gail-Billings Advertising

235-6 Stapleton Bldg.,
Box 1315, Billings, Mont.
Phone 4534

Officers

President.....W. W. Gail

NEW JERSEY

Advertising Associates

850 Broad St., Newark, N. J.
Phone Market 3-0007

Officers

Proprietor.....J. M. Kesslinger
Director of Radio.....J. M. Kesslinger

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Gans Advertising Agency

810 Broad St., Newark, N. J.
Phone Market 2-5680
ANPA — ABP — SNPA

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A. W. Lewin Co. Inc.

National Newark Bldg., Newark, N. J.
Phone Mitchell 2-7244
ANPA — PPA — ABP

Officers

President.....A. W. Lewin

•

Chas. Dallas Reach Co.

58 Park Place, Newark, N. J.
Phone Market 3-5100
AAAA — ANPA — PPA — ABP

Officers

President.....Chas. Dallas Reach
Treasurer.....E. M. Reach
Vice-President.....Howard E. Sands
Director of Radio.....Chas. Dallas Reach

Branch Office

Syracuse, N. Y
Phone Syracuse 3-3136
Manager.....Howard E. Sands

Radio Account Placed—Admiracion Laboratories, Inc.

George Wilfred Wright

40 Clinton St., Newark, N. J.
Phone Market 3-0982
ABP

•

The Rickard Advertising Agency Inc.

Trenton Trust Bldg., Trenton, N. J.
Phone 6467

Officers

President.....G. A. Rickard
Treasurer.....M. E. Rickard
Secretary.....M. E. Rickard
Director of Radio.....M. E. Rickard

NEW YORK STATE

Ellis Advertising Co.

3053-3057 Main St., Buffalo, N. Y.
Phone University 4591-4592
ABP

Officers

Partners.....Rhoda Ellis, Michael F. Ellis, Jerome R. Ellis
Account Executive.....Henry Weil
Account Executive.....James Ward
Accountant.....Harry Schaefer
Radio Continuity Writer.....Jerry Harris

Branch Office

Toronto, Canada, 465 Bay St.
Phone Adelaide 6101
J. W. Cliner, Abbey Muter

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Bowman & Block, Inc.

834 Rand Bldg., Buffalo, N. Y.
Phone Washington 0137

Officers

President.....A. A. Bowman
Treasurer.....N. J. Block

•

Finley H. Greene Advertising Agency

360 Delaware Ave., Buffalo, N. Y.
Phone Washington 3371
ANPA — PPA

Officers

Owner.....Finley H. Greene

Radio Accounts Placed—Crystal Beach Transit Co., Donner-Hanna Coke Corp., Italian & French Wine Co., Niagara Region Assn., Niagara Racing Assn., Buffalo Flower Producers Assn.

The Moss Chase Co.

425 Franklin St., Buffalo, N. Y.
Phone Grant 8614
ANPA — PPA — ABP

Officers

President.....E. J. Felt
Treasurer.....W. A. Homelmann
Vice-President.....J. Jay Fuller

•

Hughes, Wolff & Co., Inc.

328 E. Main St., Rochester, N. Y.
Phone Stone 2080
ANPA — PPA — ABP — PRB — SAAA
SNPA

Officers

President.....Frederick A. Hughes
Treasurer.....Frederick A. Hughes
Secretary.....John P. McCarthy
Vice-President.....John B. Hartnett
Director of Radio.....Frederick A. Hughes
Radio Continuity Writer....A. N. Hartshorn

Radio Accounts Placed—Good Luck Food Co., Inc., White Magic Cleanser Corp., American Brewing Co., E. Griffiths Hughes, Inc., Kemp & Lane, Inc.

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Hutchins Advertising Company, Inc.

Cutler Bldg., Rochester, N. Y.
Phone Main 3528
AAAA — ANPA — PPA — ABP

Officers

President .....M. S. Hutchins
Treasurer .....F. I. Hutchins
Secretary .....F. R. Hutchins
Vice-President .....F. A. Hutchins
Director of Radio.....F. A. Hutchins

Branch Office

330 Bay St., Toronto, Ont.
Phone Waverly 5311

Manager .....John Bennett

Radio Account Placed—Philco Radio and Television Corp.

•

Leighton & Nelson

243 State St., Schenectady, N. Y.
Phone 6-4202

Officers

Partners .....Winslow P. Leighton and George R. Nelson
Director of Radio.....Robert S. Cragin
Radio Producers.....W. P, Leighton, G. R. Nelson, R. S. Cragin, E. F. Flynn
Radio Continuity Writers.....R. S. Cragin, G. R. Nelson, E. F. Flynn, Sylvia Klarsfeld

Radio Account Placed—Hudson Coal Co.

NEBRASKA

Bozell & Jacobs Inc.

510 Electric Bldg., Omaha, Neb.
Phone Jackson 2261
ANPA

Officers

President .....Leo B. Bozell
Treasurer .....Leo B. Bozell
Secretary.....Morris E. Jacobs
Executive Vice-President...Morris E. Jacobs
Director of Radio.....F. C. Miller
Vice-President and General Manager F. C. Miller
Assistant Director.....Stuart Potter
Radio Continuity Writer...Randall Packard

Branch Offices

Room 957—122 So. Michigan Ave., Chicago
Phone Wabash 1546
V-P. and Gen. Mgr.....Nathan E. Jacobs
Director of Radio.....Edward Roache

411 Traction Terminal Bldg.
Indianapolis, Ind.
Phone Lincoln 6326
V.-P. and Gen. Mgr.....Ernie Lundgren
Director of Radio.....Richard Reed

717 Mason Bldg., Houston, Tex.
Phone Fairfax 4106
General Manager.....D. C. Schnabel

5265 Hohman Ave., Hammond, Ind.
Phone Hammond 5200
Donald D. Hoover

Radio Accounts Placed—(No national accounts, all radio is of spot or local character for some fifteen accounts).

OHIO

Robert Acomb, Inc.

311 Sycamore, Cincinnati
Phone Main 3913

Officers

President .....Robert Acomb
Treasurer .....Robert Acomb
Secretary.....C. Gordon Walker
Vice-President.....Herbert Ostendorp
Director of Radio.....Robert Acomb

ADVERTISING AGENCIES

The Ralph H. Jones Company

Carew Tower, Cincinnati, Ohio
Phone Main 3351
AAAA — ANPA — PPA

Officers

Chairman of Board.....Ralph H. Jones
Director of Radio.....C. M. Robertson, Jr.
Assistant Director.....C. J. Coward
Radio Producer.....Edward Obrist
Radio Continuity Writer....George Sparling

Branch Office
400 Madison Ave., New York City
Phone PLaza 3-0100

Radio Accounts Placed—The Drackett Co., Kroger Grocery & Baking Co.

•

Key Advertising Co.

505 Walnut St., Cincinnati, Ohio
Phone Main 1164
ANPA — PPA — ABP

Officers

President .....S. R. Glueck
Treasurer .....S. R. Glueck
Secretary .....E. J. Diester
Vice-President.....N. P. Glueck
Director of Radio.....L. M. Sive

Radio Account Placed—Midwest Radio Corp.

•

The Bayless-Kerr Co.

1164 Hanna Bldg., Cleveland, O.
Phone Main 0917
ANPA—PPA—ABP

Officers

President .....W. N. Bayless
Vice-President.....R. S. Rimanocgy
Treasurer.....H. D. Kerr
Secretary.....W. Butcher
Director of Radio.....Neville Bayless

•

Fuller & Smith & Ross, Inc.

1501 Euclid Ave., Cleveland, O.
Phone Cherry 6700
AAAA — ANPA — PPA — ABP

Officers

President .....A. L. Billingsley
Secretary & Treasurer...C. C. Reidenbaugh
Radio Time Buyer.....W. J. Staab

Radio Account Placed—American Can Co.

•

Griswold-Eshleman Company

2700 Terminal Tower, Cleveland, O.
Phone Main 7626
AAAA

Officers

President.....Chas. L. Eshleman
Treasurer.....John F. Davis
Secretary .....S. A. Lawis
Vice-President.....K. W. Akers
Director of Radio.....E. R. Preble
Assistant Directors.....J. T. Dickson

Radio Accounts Placed—The Pocahontas Oil Corp., Hickok Oil Corp., Cleveland Railway Co., Union Metal Co.

•

The Hubbell Advertising Agency, Inc.

1227 Prospect Ave., Cleveland, O.
Phone Cherry 0212
PPA — ABP

Officers

President.....Frank Hubbell
Treasurer.....Frank Hubbell
Secretary.....V. I. Wallace
Vice-President.....R. F. Moore
Director of Radio.....Frank Hubbell
Radio Continuity Writer.....I. M. Adams

•

Lang, Fisher and Kirk, Inc.

1205 Swetland Bldg., Cleveland, Ohio
Phone Main 6579

Officers

President .....H. Jack Lang
Treasurer .....H. Jack Lang
Secretary.....Alvin B. Fisher
Vice-Presidents.....Alvin B. Fisher, Fred P. Stashower
Radio Producers.....Alvin B. Fisher, Fred P. Stashower, H. Jack Lang
Radio Continuity Writers...Alvin B. Fisher, Fred P. Stashower, H. Jack Lang

•

Meldrum and Fewsmith, Inc.

Leader Building, Cleveland, Ohio
Phone Cherry 4505
ANPA — PPA — ABP

Officers

President.....Barclay Meldrum
Treasurer.....Joseph Fewsmith
Secretary.....Richard Douglas
Vice-President.....Joseph Fewsmith
Director of Radio.....R. G. Simmons

Branch Office
2325 Madison Ave., Toledo, Ohio
Phone Adams 5235

Vice-President.....Stanwood A. Morrill

Radio Accounts Placed—Republic Steel Corp., American Washing Machine Assn., Eaton Manufacturing Co., Willard Storage Battery Co., The Glidden Co.

•

Ohio Advertising Agency

1740 East 12th St., Cleveland, Ohio
Phone Prospect 7177
PPA — ABP

Officers

President.....S. L. Abrams
Treasurer.....S. L. Abrams
Secretary.....N. L. Ganger
Vice-President.....Clay Herrick, Jr.
Director of Radio.....S. L. Abrams
Assistant Director.....Clay Herrick, Jr.
Radio Continuity Writers.....Sam Raskyn, Clay Herrick, Jr.

•

The Powers-House Company

522 Terminal Tower, Cleveland, Ohio
Phone Main 9090

Officers

President.....Marsh K. Powers
Vice-President.....John Anderson, Jr.
Director of Radio.....John Anderson, Jr.

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Sweeney & James Co.

1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142
ANPA — PPA — ABP

Officers

President.....John F. Sweeney
Vice-President.....Frank G. James
Director of Radio.....Frank G. James
Radio Account Placed—Firestone Tire & Rubber Co.

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Byer & Bowman, Inc.

Columbus, Ohio
Phone Main 3276
ANPA

President.....Herbert Byer
Treasurer.....Gus K. Bowman
Secretary.....Gus K. Bowman
Vice-President.....Joel M. Burghalter
Director of Radio.....Joel M. Burghalter
Radio Account Placed—Ohio Oil Co.

•

United States Advertising Corp.

Home Bank Bldg., Toledo, Ohio
Phone Main 8205
AAAA — ANPA — PPA — ABP

Officers

Chairman of Board.....Ward Canaday
President.....Ward M. Canaday
Treasurer.....Ward Canaday
Secretary.....Geo. W. Ritter
Vice-President.....Edw. R. Wade
Director of Radio.....Walter Brooks

Branch Offices

612 N. Michigan Ave., Chicago, Ill.
Vice-President .....James Ewell
Radio Accounts Placed—Owens-Illinois Glass Co., Glass Container Association, Willys Overland Motors, Inc.

Wendt Advertising Agency

Spitzer Bldg., Toledo, Ohio
Phone Adams 4713

Officers

President.....Harold F. Wendt
Treasurer.....Marie F. Wendt
Director of Radio.....H. F. Wendt
Radio Accounts Placed—Howard C. Baker Co., Athletic Supply Co., Gallagher Cleaners.

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National Classified Advertising Agency

705 Home Savings & Loan Bldg.
P. O. Box 990 and 1049, Youngstown, O.
Phone 66364

Officers

President.....Leo J. Nurrenbrock
Treasurer.....A. Buschagen
Secretary.....H. A. Leonard
Director of Radio.....Leo J. Nurrenbrock
Assistant Directors.....H. A. Leonard, Phyllis Long.
Radio Producer.....A. Buschagen
Radio Continuity Writers.....Phyllis Long, Mrs. Leo Nurrenbrock.
Radio Account Placed—Refrigeration and Air Conditioning Training Corp.

OKLAHOMA

Stanley J. Ehlinger Advertising, Inc.

421 West Sixth Street, Tulsa, Okla.
Phone 4-2628
ABP — SNPA

Officers

President.....Stanley J. Ehlinger
Treasurer .....Helen McCray
Secretary .....Helen McCray
Vice-President.....Joe N. Shidler
Director of Radio.....Stanley J. Ehlinger
Radio Accounts Placed—Barnsdall Corp., Missouri, Kansas, Texas Railroad Co.

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Rogers Gano & Gibbons, Inc.

628 National Bank of Tulsa Bldg.,
Tulsa, Okla.
Phone 2-2222
PPA — SNPA

Officers

President.....Richard C. Gano
Secretary .....Victor Shenk
Vice-President.....J. Burr Gibbons
Radio Continuity Writers....J. C. Bachrodt, J. Burr Gibbons.

Branch Office
75 Wacker Drive, Chicago, Ill.
Phone Franklin 4883
Vice-President.....J. C. Bachrodt
Radio Account Placed—Kerr Glass Co.

•

Watts, Payne Advertising, Inc.

205 South Cheyenne Ave., Tulsa, Okla.
Phone 3-8108

Officers

President.....Don Watts
Treasurer.....Oscar Payne
Secretary.....M. Pauline Randall
Radio Accounts Placed—Dixie Laboratories, Hotel Tulsa, Tulsa City Lines, State Federal Savings & Loan Ass'n.

OREGON

Adolph L. Bloch Advertising Agency

108 N. W. 9th Ave., Portland, Oregon
Phone Broadway 5664
ANPA

Officers

President.....Adolph L. Bloch
Director of Radio.....Bob Hargreaves

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Botsford, Constantine & Gardner

115 SW 4th, Portland, Oregon
Phone Atwater 9541
AAAA — ANPA — PPA — ABP

Officers

President.....David M. Botsford
Treasurer.....Merle W. Manly
Secretary.....Frankie Coykendall
Vice-Presidents.....C. P. Constantine, Stanley G. Swanberg, John H. Weiser, Bay Andrews, Frankie Coykendall, Merle W. Manly.

Branch Offices

814 2nd Ave. Bldg., Seattle, Wash.
Phone Elliott 3523
Vice-President.....C. P. Constantine
350 Russ Bldg., San Francisco, Cal.
Phone Exbrook 7565
Vice-President.....Stanley G. Swanberg
323 Petroleum Securities Bldg., Los Angeles, Cal.
Phone Prospect 0206
Vice-President.....John H. Weiser

MacWilkins & Cole, Inc.

544 Mead Bldg., Portland, Oregon
Phone Broadway 6401
AAAA — ABP

Officers

President.....Mac Wilkins
Treasurer.....A. E. Cole
Secretary.....G. E. Connor
Vice-President.....A. E. Cole
Director of Radio.....Showalter Lynch
Assistant Director.....Billy Sandiford
Radio Continuity Writers.....Jean Geiter, James Tremont Wyatt.

Branch Office

1012 Lloyd Bldg., Seattle, Wash.
Phone Elliott 0855
Manager.....George Weber
Radio Accounts Placed—Montag Stove & Furnace Works, Fahey-Brockman Co., Portland Federal Savings & Loan Ass'n, Community Credit Co., U. S. Bakery Co., M. W. Shipley Co., (Closset & Devers).

•

Roscoe W. Segar, Advertising Since 1911

2125 N. E. 48th Ave., Portland, Oregon
Phone Trinity 3445

Officers

President, Owner, Mgr.....R. W. Segar
Treasurer.....D. D. Segar
Secretary.....D. Thompson
Director of Radio.....R. W. Segar
Radio Continuity Writer.....M. Dosch

PENNSYLVANIA

The Aitkin-Kynett Co.

1400 South Penn Square, Philadelphia, Pa.
Phone Rittenhouse 7810
AAAA

Officers

Partners.....H. H. Kynett, A. King Aitkin and Martin E. Goldman.
Director of Radio.....H. H. Kynett
Assistant Director.....Kenneth Burton
Radio Accounts Placed — Consolidated Cigar Corp., Lehigh Navigation Coal Co., Sylvania Products Co., Ocean Steamship Co. of Savannah, Freshman Co., Stephano Brothers, Thermoid Rubber Co., Seebasco Corp., Keystone Macaroni Mfg. Co.

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F. Wallis Armstrong Co.

(As of March 1, Agency Will Be Known as Ward Wheelock Co.)
F. Wallis Armstrong Bldg., 16th and Locust Sts., Philadelphia, Pa.
Phone Pennypacker 8086
ANPA — PPA

Officers
President.....F. Wallis Armstrong
Treasurer.....F. Wallis Armstrong
Secretary.....H. R. Doak
Vice-Presidents.....L. Ward Wheelock, Jr., William G. Baer
Director of Radio.....F. G. Ibbett

Branch Offices
Equitable Building (307)
Vine and Hollywood Blvd., Hollywood, Cal.
Phone Hillside 0191
Miss Diana Bourbon
Radio Account Placed—Campbell Soup Co.

•

N. W. Ayer & Son, Inc.

West Washington Square, Philadelphia, Pa.
Phone Lombard 0100
ANPA — PPA — ABP

Officers
President .....H. A. Batten
Executive Vice-Presidents....Gerold Lauck, Clarence Jordan
Director of Plans & Station Relations C. Halstead Cottington
Radio Time Buyers.....Frank Coulter, Thomas McDermott

Branch Offices
500 Fifth Ave., New York, N. Y.
Phone Chickering 4-5600
Executive Vice-Pres....Edward R. Dunning
Director of Radio Program Creation and Production.....H. L. McClinton
Statler Office Bldg., Boston, Mass.
Phone Hubbard 4970
E. Craig Greiner
135 S. LaSalle St., Chicago, Ill.
Phone Randolph 3456
Sterling E. Peacock
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2534
Carl J. Eastman
Penobscot Bldg., Detroit, Mich.
Phone Randolph 3800
Frank L. Scott, Jr.
80 Richmond St. West, Toronto, Canada
Phone Adelaide 6156
John F. Graydon
Sun Life Bldg., Montreal, Canada
Phone Plateau 6886
Author G. White
Trafalgar Square, London, England
Douglas Meldrum
Radio Accounts Placed—American Rolling Mill Co.; Kellogg Co.; International Silver Co.; Atlantic Refining Co.; Kirkman Soap; Ford Motor Co.; J. B. Ford Co.

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Charles Blum Advertising Corporation

1120 Spruce St., Philadelphia, Pa.
Phone Pennypacker 4424
AAAA — ANPA — PPA — ABP

Officers
President.....Charles Blum
Treasurer.....Edward A. McCay
Vice-President.....Edward A. McCay
Director of Radio.....Charles Blum
Radio Producer.....Charles Blum
Radio Continuity Writers....Charles Blum, Walter W. Michener.
Radio Accounts Placed—Fritz & LaRue, Inc., Ozo Mist, Inc.

•

The Clements Company, Inc.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236
ANPA — PPA

Officers
President.....I. W. Clements
Treasurer.....I. W. Clements
Secretary.....E. D. Masterman
Vice-President.....R. W. Bugbee
Director of Radio.....Alice Clements
Radio Producers.....Alice Clements, Robert Smith, Betty Jordan
Radio Account Placed — Modern Food Process Co.

•

Hansell-Zook, Inc.

323 Land Title Bldg., Philadelphia, Pa.
Phone Rittenhouse 6131

Officers
President.....S. F. Hansell
Treasurer.....W. H. Dunwoody Zook
Secretary.....W. H. D. Zook
Director of Radio.....Charles A. Adami
Assistant Directors.....Albert G. Bauer, Harry Bontemps.
Radio Producer.....I. Isenberg

•

W. S. Hill Company

323 Fourth Ave., Pittsburgh, Pa.
Phone Court 0240
ANPA — PPA — ABP

Officers
President.....Vinton H. McClure
Treasurer.....Geo. B. Kerr
Secretary.....Geo. B. Kerr
Vice-President.....Allen F. Heinecke
Director of Radio.....Allen K. Shenk
Radio Account Placed—The Climalene Co.

•

Walker & Downing

Oliver Bldg., Pittsburgh, Pa.
Phone Grant 1900
ANPA — ABP — PPA

Officers
President .....William S. Walker
V-P.-Treasurer.....Harold S. Downing
Secretary .....Myrtle Miller
Radio Account Placed — Allegheny Steel Co.

RHODE ISLAND

Livermore & Knight Agency, Inc.

42 Pone St., Providence, R. I.
Phone Gaspee 6111
ANPA — PPA — ABP

Officers

President.....Howard Knight
Treasurer.....W. R. Wing
Secretary.....M. L. Shortell
Vice-President.....Arthur L. Dean
Director of Radio.....Arthur L. Dean

Branch Office

131 Clarendon St., Boston, Mass.
Phone Kenmore 4324

Manager.....Irving E. Blaine

TENNESSEE

Merrill Kremer, Inc.

1711 Exchange Bldg., Memphis, Tenn.
Phone 5-4343
SNPA

Officers

President .....Merrill Kremer
V-P.-Space Buyer .....Francis Howard, Jr.
Radio Department .....Homer D. Gentry

•

C. P. Clark, Inc.

Nashville, Tenn.
Phone 7-6602
AAAA — ANPA — PPA — ABP — PRB — SNPA

Officers

President.....C. P. Clark
Treasurer.....D. G. Goodwin
Vice-President.....H. Armstrong
Director of Radio.....C. P. Clark
Radio Producers...H. Lupton, W. Brandon
Radio Continuity Writers.....B. T. Gregory, W. Brandon.

Radio Accounts Placed—Standard Candy Co., National Optical Co., General Shoe Co.

TEXAS

Crook Advertising Agency

711 S'western Life Bldg., Dallas, Tex.
Phone 2-2076
AAAA — ANPA — PPA — ABP — SNPA

Officers

President.....W. W. Crook
Treasurer.....Irene Bert
Director of Radio.....Dale Drake
Radio Producer.....Dale Drake

Radio Accounts Placed—Interstate Cotton Oil Refg. Co., Coca-Cola Bottling Companies of Texas, Walkers Austex Chile Co.

•

Dicklow Advertising Agency

Thomas Bldg., Dallas, Texas
Phone 2-8295

Officers

President.....J. S. Dicklow
Secretary-Treasurer.....Irene Scott Dicklow
Director of Radio.....Irene Scott Dicklow
Assistant Director.....Annabel Hoyt

Radio Accounts Placed—Magnolia Seed Company, G. E. Appliance Company, Connecticut Mutual Life Co.

•

Rogers & Smith

714 Wholesale Merchants Bldg., Dallas, Tex.
Phone 7-1477
SAAA

Officers

Owner.....Herbert A. Rogers
Director of Radio.....Connie Joan Connor
Radio Producer.....Howard N. Smith
Radio Continuity Writer.Connie Joan Connor

Radio Accounts Placed—Naughton Farms, Horse & Mule Assoc. of America, American Pad & Textile Co.

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Tracy-Locke-Dawson Inc.

1921 Elm St., Dallas, Texas
Phone 7-8655
AAAA — ANPA — PPA — ABP— PRB — SAAA — SNPA

Officers

President.....Shelley Tracy
Treasurer-Secretary.....Howell H. Robins
Vice-Presidents.....Raymond P. Locke, Joe M. Dawson, V. M. Wallace.
Director of Radio.....J. J. Jeffries
Radio Producers.....Raymond P. Locke, Joe M. Dawson, James A. McPhail.
Radio Continuity Writers.....J. J. Jeffries, Glenn Addington, Ishmael Grant, Grace Spaulding, Eddie Dunn.

Branch Office

22 East 40th Street, New York, N. Y.
Manager .....George Mitten

Radio Accounts Placed—Dr. Pepper Co., Imperial Sugar Co., Continental Oil Co.

•

Mithoff & White

El Paso, Texas.
Phone Main 4500
SAAA

Officers

Partners.W. T. Mithoff and Dan T. White, Jr.
Director of Radio.....Gerald F. Perry

Jay H. Skinner Advertising Agency

805 Sterling Bldg., Houston, Texas
Phone Capitol 6278
SAAA

Officers

President.....Jay H. Skinner
Treasurer.....D. Williams
Vice-President.....Herman A. Engel
Director of Radio.....Francis Gilbert

•

Steele Advertising Agency, Inc.

714 M. & M. Bldg., Houston, Texas
Phone Preston 9997

Officers

President.....H. Wirt Steele
Treasurer.....Clarence Payne
Secretary.....E. N. Steele
Vice-President.....Clarence Payne
Director of Radio.....M. F. Hill
Assistant Director.....E. N. Steele
Radio Producers.....Stafford Kiethly, McKinley (Dusty) Rhodes
Radio Continuity Writers.....H. W. Steele, K. A. Millican, Eva Mayo Hamil

Radio Accounts Placed—Duncan Coffee Co., Forest Park Cemetery.

•

Payne Advertising Agency

Smith-Young Tower, San Antonio, Texas
Phone Garfield 6371
SAAA

Officers

President.....J. B. Payne
Treasurer.....Eleanor Payne
Secretary.....Mary Schmick
Account Executive.....Fred Winers

VERMONT

Hays Advertising Agency

Burlington, Vt.
Phone 852
ANPA — PPA — ABP

Officers

President.....W. A. Myers
Treasurer.....W. A. Myers
Secretary.....A. E. Hawkins
Director of Radio.....N. H. Myers

•

Earl C. Noyes Advertising Agency

129 State Street, Rutland, Vt.
Phone 56

Officers

President.....Earl C. Noyes
Treasurer.....C. E. Emmke
Radio Dept.....Al Taylor, Gladys Miller, F. S. Webster.

VIRGINIA

The Ralph L. Dombrower Co., Inc.

Dombrower Bldg., Richmond, Va.
Phone 3-1113
AAAA — ANPA — PPA — ABP — PRB — SAAA — SNPA

Officers

President.....Ralph L. Dombrower
Treasurer.....Ralph L. Dombrower
Secretary.....L. A. Andrews
Vice-President.....M. L. Wallerstein
Director of Radio.....H. D. Britt

Branch Office
Woodward Bldg. Washington, D. C.
Phone District 5180

Manager.....Philip Rosenfeld

•

Houck & Company

Shenandoah Life Insurance Bldg.
Roanoke, Va.
Phone 2-3411
ANPA — PPA — ABP — SNPA

Officers

President.....C. B. Houck
Secretary.....Mrs. Kathryn H. Ferguson
Time Buyer.....C. B. Houck
Radio Dept.....Norman Frankel

WASHINGTON

Strang & Prosser Advertising Agency

Smith Tower, Seattle, Wash.
Phone Elliott 1322
AAAA — ANPA — PPA

Officers

Owner.....W. T. Prosser
Radio Producers.....Wade Thompson
Radio Continuity Writer...Wade Thompson

Radio Account Placed—Chicago Engineering Works.

•

Syverson-Kelley, Inc.

608 Mohawk Bldg., Spokane, Wash.
Phone Main 4311
AAAA — ANPA

Officers

President.....A. H. Syverson
Treasurer.....Raymond P. Kelley
Secretary.....Raymond P. Kelley
Vice-President.....H. A. Brassard
Director of Radio.....H. A. Brassard

The Condon Company Inc.

Washington Bldg., Tacoma, Wash.
Phone Main 3483
Officers

President.....John Condon
Treasurer.....E. L. Jardeen
Secretary.....E. L. Jardeen
Vice-President.....W. K. Melton
Director of Radio.....W. R. Melton
Radio Producer.....W. R. Melton
Radio Continuity Writers.....W. R. Melton
E. L. Jardeen, M. Steere.

WISCONSIN

The Cramer-Krasselt Co.

733 No. Van Buren St., Milwaukee, Wis.
Phone Daly 3500
AAAA — ANPA — PPA — SNPA
Officers

President.....A. W. Seiler
Treasurer.....W. A. Krasselt
Secretary.....C. T. McElroy
Vice-President.....W. A. Krasselt
Director of Radio.....J. E. Giebish
Radio Producer.....Sandra Michael
Radio Continuity Writer....Sandra Michael

Branch Offices

1514 Borden Bldg., New York, N. Y.
Phone Murray Hill 2-3479
E. Callahan

777 Penobscot Bldg., Detroit, Mich.
Phone Cadillac 6012
N. D. Craighead

321 C. of C. Bldg., Los Angeles, Cal.
Phone Prospect 0760
J. H. Stumberg

Radio Accounts Placed—Maybelline Co., Sterling Products, Inc., Gillette Rubber Co., Norge Corp.

•

Hoffman & York

606 Century Bldg., Milwaukee, Wis.
Phone Daly 6510
PPA — ABP
Officers

Senior Partner.....Harry G. Hoffman
Managing Partner.....Wilford York
Director of Radio.....H. L. Peck
Radio Continuity Writer....Howard L. Peck

Radio Accounts Placed—The Justrite Co., The Prime Mfg. Co., J. H. Fagan Co., Meier Ice Cream Co., Milwaukee Gas Light Co., National Flower & Garden Show, Milwaukee Real Estate Board.

CANADA

TORONTO

Associated Broadcasting Co.

Hermant Bldg., Toronto, Ont., Canada
Phone Elgin 3345
Officers

President.....E. A. Byworth
Vice-President.....M. Maxwell
Vice-President.....D. H. Copeland
Sales Manager.....J. C. Tobin
Traffic Manager.....F. Helson
Program Director.....S. Francis
Script Director.....D. Hughes
Recording Engineer.....A. S. Toby

Branch Office

Crescent Bldg., Montreal, Que., Canada
Phone Belair 3325
Officers

Vice-President in Charge.....M. Maxwell
Traffic Manager.....H. W. Corrigan
Script Director.....B. J. Cossman
French Program Director.....E. Boisvert

•

The James Fisher Company, Limited

204 Richmond St. West, Toronto, Can.
Phone Adelaide 4426
Officers

President.....James Fisher
Treasurer.....Mrs. C. M. Robertson
Secretary.....W. R. Johnston
Vice-President.....W. H. Bowman
Director of Radio.....W. R. Johnston

Branch Offices

Confederation Bldg., Montreal, Can.
Phone Lancaster 1205
Manager.....H. V. Petersen

WINDSOR

Walsh Advertising Company Limited

Guaranty Trust Bldg., Windsor, Can.
Phone 3-2416
ANPA
Officers

President.....Thos. E. Walsh
Treasurer.....E. Wilkins
Secretary.....E. Wilkins
Vice-President.....W. R. Woolatt
Director of Radio.....W. A. McGuire
Radio Producer.....C. B. Stenning
Radio Continuity Writer....C. M. Freeman

Branch Office

Victory Bldg., Toronto, Can.
Phone Adelaide 3055
Manager.....R. E. S. Greene

RADIO RESEARCH

A list of major radio research organizations are furnished herewith. All have national representation, but in most instances, at the request of the companies themselves, only the main office is given. Many of these firms were pioneers in the field of radio research.



American Institute of Public Opinion

110 East 42 St., New York, N. Y.

Phone CAledonia 5-7865

Director.....Dr. George H. Gallup
Associate Director..Dr. Claude E. Robinson

•

American Marketing Association

485 Madison Ave., New York, N. Y.

Phone WIckersham 2-2000

Treasurer.....Jorn J. Karol

•

Anderson Nichols Associates, Inc.

330 West 42 St., New York, N. Y.

Phone BRyant 9-2278

President.....E. R. Anderson
Secretary & Treasurer.....H. B. Nichols
Radio Research.....Paul W. Stewart

Branch Office

Suite 718, 60 State St., Boston, Mass.

Phone Hubbard 5427

James Jackson

•

Clark-Hooper, Inc.

17 East 45 St., New York, N. Y.

Phone MUrray Hill 2-5590

Chairman.....L. M. Clark
President.....C. E. Hooper
Manager Radio Division.....Hugh G. Boyd

Crossley, Inc.

330 West 42 St., New York, N. Y.

Phone BRyant 9-5462

President.....Archibald M. Crossley

•

Facts, Inc.

420 Lexington Ave., New York, N. Y.

MOhawk 4-2669

President.....Thomas G. MacGowan

•

Hooper-Holmes Bureau

102 Maiden Lane, New York, N. Y.

Phone BEekman 3-5500

Director of Research.....Chester E. Haring

•

Joint Committee on Radio Research

(cooperative AAAA, ANA & NAB survey)

420 Lexington Ave., New York, N. Y.

Phone MOhawk 4-5898

Secretary.....Paul F. Peter

•

Walter Mann & Staff

350 Madison Ave., New York, N. Y.

MUrray Hill 2-3479

President..... Walter Mann

Market Research Corp. of America

1250 Sixth Ave., New York, N. Y.
Phone CIrcle 7-1655

President.....Paul T. Cherington
Vice-President..... Pauline Arnold
..... Percival White

Branch Office

120 S. La Salle St., Chicago, Ill.
Phone Central 2520
Hawley Sumner

•

Market Research Council

485 Madison Ave., New York, N. Y.
Phone WIckersham 2-2000

President.....John J. Karol

•

R. L. Polk & Co.

354 Fourth Ave., New York, N. Y.
Phone CAledonia 5-8500

Vice-President.....E. J. Loranger

Psychological Corp.

522 Fifth Ave., New York, N. Y.
Phone VAnderbilt 3-9356

Managing Director.....Paul S. Achilles
Secretary & Treasurer....Dr. Henry C. Link
Director of Research.....Dr. Henry C. Link

•

Ross Federal Research Corp.

6 East 45 St., New York, N. Y.
Phone MUrray Hill 2-6220

President.....Harry A. Ross

•

Daniel Starch

420 Lexington Ave., New York, N. Y.
MOhawk 4-6624

President..... Daniel Starch
Director Research.....T. Mills Shepard

THE LEGAL SIDE

New times demand new measures and new men;
The world advances, and in time outgrows
The laws that in our fathers' day were best;
And, doubtless, after us, some purer scheme
Will be shaped out by wiser men than we.
—James R. Lowell.

"RADIO PROGRAMS and new LEGAL CONCEPTS"
By Louis Nizer

•

Seventy-Fifth Congress

•

Legal Bibliography

•

Federal Trade Commission Procedure

•

1937 Radio Patents
By John B. Brady

RADIO PROGRAMS

and

NEW RADIO CONCEPTS

by

LOUIS NIZER

Mr. Louis Nizer, a member of the law firm of PHILLIPS & NIZER, is a prominent member of the New York Bar. He is an authority on the law of stage, screen and radio, and the author of the book entitled NEW COURTS OF INDUSTRY, as well as other legal works.

THE EDITOR.

RADIO PROGRAMS

and

NEW RADIO CONCEPTS

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I. *Introduction*

FOR centuries the law did not protect a mere idea. Physical property was protected, but mental concepts were protected only in a restricted manner. If an idea was embodied in an invention or a process, the Patent law protected it. If an idea was embodied in a written composition, the Copyright Law afforded protection to the composition, but not to the idea contained in it. A mere idea was not granted the status of a property right in law. Why was this so?

The answer is a practical one. Morally, it may be conceded at the outset that the author of an idea should be protected, even though that idea has not been crystalized into an invention or an article. Practically, however, such a rule would create untold dangers. Duplication of ideas would be inevitable, and no one would be safe against law suit. This is a typical illustration of how the law surrenders an abstract moral principle to the practicable necessities of everyday life.

With the growth of radio broadcasting, new pressure has been put upon the law to revise its balances on the subject of property rights in ideas, program titles, news, and the names and personalities of performers.

This subject is one of the most rapidly developing fields of law at the present time. It is an unsettled domain. Courts are cautiously leaning towards new remedies and extending the application of old ones. Executives of various industries, particularly of the radio, are seeking guidance; attorneys are obliged to indulge in predictions of the law rather than its certainties; and artists and creators of ideas worriedly inquire whether their ideas will be granted the same sanctions as have previously been granted to other property rights.

In the hope of contributing some clarity of direction and objective to this subject, I shall comment upon several of the recent cases, and suggest some of their implications.

II. Protection of Ideas

(A) Copyright Law Inapplicable

It has been repeatedly necessary for the courts to point out that the Copyright Law does not afford protection to a mere idea. Just recently, in dismissing an infringement suit relating to the stage play *Dead End,* Judge John M. Woolsey clearly stated:

> "My moral . . . is . . . that the embodiments by different authors of an idea or a theme—in this instance the contrast between the lives of the rich and the children of the poor in modern society—may be as many as there are authors without any one of them trespassing on the copyright of another.
>
> "As discoveries of a law of nature in the physical world may not be patented, so ideas which are discoveries in the mental world may not be copyrighted.
>
> "It is only the utilization of discoveries in the physical world by some inventive act which may be patented, and only the embodiment of ideas discovered in the mental world which may be copyrighted. . . ."

The recent conviction in Los Angeles of Groucho and Chico Marx, for criminal violation of the Copyright Law, is not in conflict with the above principles. It is to be noted that the Marx brothers were found guilty of using, almost word for word, certain material which had been submitted to them, and rejected. It was because they were held to have used the composition itself, rather than merely the ideas embodied in the composition, that they were adjudged guilty.

II. Protection of Ideas

(B) Express and Implied Contracts

It is, of course, proper for two parties to enter into a contract whereby one agrees to pay a certain amount for the use of an idea furnished by another. Here we are dealing not with exclusivity granted by law, but with a contractual arrangement between private parties. In the past, the courts have usually held that where there was no contract, the idea was unprotected when revealed. And in most cases it has been found either that the idea was not new and original, or that the purveyor of the idea failed, in revealing it, to properly protect his rights.

Recently, however, courts have shown a strong tendency to become

more solicitous of the rights of the purveyor of the idea, and to afford him some form of relief. This has been done by *implying* an agreement between the parties from the fact that the idea was used commercially under circumstances indicating that the purveyor of the idea was not intending to release it as a gift. Perhaps the first decision of this type was rendered by the Supreme Court of the State of Washington several years ago. In that case, the Court awarded a substantial amount to the advertising agency which, in unsuccessfully soliciting employment from the Century Brewing Company, had suggested the slogan "The Beer of the Century," which was subsequently adopted and extensively advertised by the Brewing Company.

When an agreement is made between the purveyor of the idea and the one to whom he reveals it, it is usually expressly provided that there shall be no obligation unless and until the idea is actually used. It is quite probable that in "implying" contracts between parties, the courts will adopt a similar view. In this connection, however, it is well to note a type of situation which seems a variant to this rule.

One, Miss Stone, submitted to the McCann-Ericson Agency certain ideas for its client, the Ford Motor Company, in connection with publicity for Ford trucks. At the request of the agency, she cooperated with certain of its staff in preparing a more detailed plan. Subsequently the whole proposition was abandoned. In bringing suit, Miss Stone admitted that her ideas were submitted on a speculative basis. She claimed nevertheless, that the very fact that her plans were submitted by the agency to the Ford Motor Company enhanced the prestige of the agency in the eyes of its client. The action was in the nature of damages for services rendered, and the jury in the United States District Court in New York awarded her $2,000.

In considering the significance of this case, it is well to remember that, apart from purveying the idea, Miss Stone did certain work at the request of the agency in developing these ideas. Although it does not appear from the decision, it is likely that the jurors were desirous of having Miss Stone compensated for the services so rendered in developing the idea, apart from compensating her for the idea itself. The decision, nevertheless, indicates a situation in which apparently the use of an idea was protected.

A more recent case, however, is to be noted with great care. J. A. Healey was engaged in the advertising business, and created an advertising scheme which he submitted to one of the executives of R. H. Macy & Co., Inc. The plan involved the use of certain slogans such as "A Macy Christmas and a Happy New Year" and variations. Shortly thereafter, Macy's Christmas advertising appeared and contained this type of slogan. Mr. Healey sued Macy for the reasonable value of his services. He admitted that there was no written contract, but claimed an oral understanding to the effect that if he submitted the slogans and designs, and Macy used them or part of them, it would pay him the reasonable value for that which was used.

A jury in the New York Supreme Court awarded Mr. Healey $2,000. The Trial Judge set this verdict aside, on the grounds that the idea was not new

and original, and that the facts did not warrant such a verdict. On appeal, however, the Appellate Division reinstated the jury's verdict, apparently on the ground that Mr. Healey was entitled to compensation for the property rights in the idea which he had submitted. The Appellate Division did not mention any contract, either written or implied. If, as it now appears, the case is further appealed, the opinion of the Court of Appeals will be of great importance.

In view of the *Stone* and *Healey* cases, a number of the large advertising agencies and radio stations are wary about listening to ideas from outsiders. Most of the large motion picture companies discovered long ago that the number of valuable contributions obtained from the general public was too small to warrant receiving them and thereby taking the attendant risk of harassing suits. Many of the concerns which still consider ideas have taken every precaution to protect themselves. Intricate forms have been devised, wherein the purveyor of the idea must agree to release all his rights in the idea, and to agree that he is to receive compensation only in the event that the idea is actually utilized. Certain of the contracts have the amount of compensation specifically set down in advance; some set forth certain limits; while others provide that the determination of the amount of compensation, as well as the question of originality, is within the sole discretions of the user.

II. Protection of Ideas

(C) Unfair Competition

There have been several attempts made to protect an idea by invoking the legal doctrine of unfair competition. For the most part, however, the courts have been reluctant to afford such protection to ideas, as distinguished from titles or slogans. The attitude of the courts is rather well illustrated by the *Inflation* case. In April, 1933, the Supremetone Recording Studio produced a one-reel motion picture entitled "Inflation," then a timely subject. Although it was exhibited in several theaters, it achieved no popularity; and when submitted to the Metro-Goldwyn-Mayer Corporation in order to interest it in distribution, the film was rejected. Thereafter, the Metro-Goldwyn-Mayer Corporation produced a one-reel picture with the same title, dealing with the same subject matter. The Supremetone Recording Studio then brought suit on the ground that such conduct constituted unfair competition.

Upon analyzing the facts, the Court found that both films had the same title, and dealt with the same general subject matter. There was not, however, any evidence of copying, or any attempt to pass off one picture for the other. Furthermore, there was no proof that the Metro-Goldwyn-Mayer Corporation capitalized on the Supremetone Recording Studio's efforts, investment, or advertising. Accordingly, concluded the court: "It is unfortunate for the plaintiffs that their picture could not remain the sole picture on the subject of inflation; but more than that is necessary to make out a case. Competition alone is not enough; unfairness must attend the rivalry."

Another interesting decision on this subject is that of one, Mr. Bixby,

who brought suit against Mr. Dawson, his sponsor, and the National Broadcasting Company in connection with the serial-script *Dangerous Paradise*. Mr. Bixby claimed that the right to the title of the script and to certain characters in it were exclusively his property, and that the defendants' unauthorized use of the title and characters in further episodes constituted unfair competition. In denying this claim, the Official Referee stated:

> "There is only one issue presented, that the defendants deceived the public by palming off the writings of others as those of the plaintiff, thereby damaging him. . . . I can find no foundation for the complaint. Plaintiff was not an employee of defendants, or any of them. He was an independent contractor selling his wares, but he sold them without making reservations of any kind and received for them everything for which he bargained. He makes no claim that he had a contract which was to run for a definite time, or that the defendants did not have the right to cease to produce his productions at any time they chose so to do. He says he was the author of the work produced by them. Grant that he was. He sold his product at an agreed price. The defendants did well with it so long as they used it. They did not do less well when they used a cheaper and different product. . . . Complaint dismissed."

This opinion was recently affirmed by the Appellate Division in New York.

These cases indicate that the legal doctrine of unfair competition does not yet protect the use of a mere idea. Is this doctrine of value in protecting titles?

III. Protection of Program Titles

An important question, somewhat of the same nature, involves "property rights" in the titles of radio programs. The Copyright Law is inapplicable, inasmuch as a copyright does not protect a title as such, but only in connection with a particular composition. (Of course, if a program is announced with an original musical theme, such theme may be copyrighted. And if there is a characteristic dialogue, this dialogue is also copyrightable.) Furthermore, the title of a book or story cannot be registered as a trade mark, because it is considered to be amply protected by the copyright covering the material. True it is that the title of a running article, such as a newspaper columnist writes, or the title of a cartoon which runs in a series, may be registered. But as will be pointed out subsequently in considering the protection of stage and radio names, the American Trade Mark Law, in its present form, is so drawn as to protect such trade marks as can be "affixed to goods." This is a requisite which seems rather impossible to satisfy, insofar as titles to radio programs are concerned.

Although titles are not subject to copyright or trade mark protection, there is some degree of protection afforded by the laws relating to unfair competition. These laws have been construed with particular liberality by the New York Courts. Such copying of the name of a program which might

tend to deceive the public into believing that it is listening to the program so copied, and thus will lead to the "passing off" of one program for another, will be restrained. There have been a considerable number of cases involving the protection of "property rights" in titles. I shall mention a few recent ones, as illustrative of the type of protection which the law affords.

In June, 1936, the Appellate Division of the New York Supreme Court reversed the lower Court and temporarily restrained the Metropolis Film Exchange from using the title "Ecstasy of Young Love" for a film it was distributing. The action was brought by Eureka Productions, Inc., the distributor of the film entitled "Ecstasy," which had attained wide notice because of the nature of the subject. Apparently the Court felt that the Metropolis Film Exchange was unfairly attempting, by confusion, to capitalize upon the appetite of the public which had been so whetted.

In 1936, 20th Century-Fox Corporation distributed a motion picture titled "Banjo On My Knee." In advertising this picture at the Roxy Theater in New York, the phrase "tobacco road" was used. Immediately Tobacco Road, Inc., producer of the stage play, "Tobacco Road," sued in the New York Supreme Court to prevent the use of this phrase, on the ground that the public would get the impression that the picture was based upon the stage play. The Court denied temporary relief, however, apparently sustaining the film company's contention that the public was not being deceived, and that the phrase might properly be used to describe the locale of the film story.

Almost at the same time, however, the same Court granted relief to the producer of the stage comedy titled "Red, Hot and Blue," then being presented at the Alvin Theater in New York City. The Court restrained the Minskys, producers of a burlesque show several blocks away from the Alvin Theater, from using the name "Red, Hot and Nude" for their stock burlesque show. Undoubtedly the proximity of the two theaters and the possible confusion of the public were of importance in deciding the merits of this case.

It is interesting to note that there have already been at least two court actions commenced which involve the titles of radio programs. In January, 1937, the United States District Court in New York was petitioned by Time, Inc., publishers of Time Magazine, and the film and radio features "The March of Time," to restrain Mr. Barshay from using the title "The Voice of Time" in a broadcasting enterprise. It was claimed that Mr. Barshay was guilty of actionable infringement and unfair trade practices. Time, Inc., set forth that Mr. Barshay was attempting to capitalize on its reputation, and also, by the use of the title, was attempting to create the impression that there was a relationship between the concerns. The Court granted an order temporarily restraining Mr. Barshay from using the title "The Voice of Time" in any way.

In another case, Judge Sweedler, who had organized an arbitration court under the title "Good Will Court," sued the National Broadcasting Company and Mr. A. L. Alexander to restrain them from using the title "Good Will Court" in a radio pro-

gram which Mr. Alexander was conducting. The Court refused to grant such an injunction on the ground that the public was not deceived by the radio program into believing that it was listening to Judge Sweedler's arbitration court, and that there was no competition between the two.

A recent decision, indicating the manner in which the law adapts itself to modern problems, may be of significance in cases which involve the use of program titles. In December, 1936, the United States Court of Customs and Patents distinctly recognized the importance of broadcasting in the advertising of trade-marked products, and considered a unique problem. The Court held that Mr. Edward J. O'Connor could not be given a registration of the mark "Voo" for a depilatory, inasmuch as it too closely resembled the mark "Dew" of Marion Lambert, Inc. The Examiner of Interferences had decided that although there was some similarity in sound between the marks, yet alphabetically they were entirely different, and the goods were not identical. In upholding the Examiner, the Commission added that there was some difference in the pronunciation and no similarity in the meaning. But in reversing this judgment, the Court stated:

> "The marks are very similar in sound. 'Dew' is pronounced 'Du' which is practically the equivalent of 'Doo.' The parts of the words which are given greatest stress in pronunciation are almost identical in sound. The initial letter of each word is a consonant and has a similar sound. Both words contain three letters."

Furthermore, stated the Court:

> "Similarity in the sound of the names under which goods are sold is becoming a more important consideration in the decision of cases of this kind as the effective advertisement of goods becomes increasingly dependent upon radio facilities."

Some progress apart from court action is being made in the broadcasting industry to better protect "property rights" in the titles of programs. In March, 1937, Station WBNX felt aggrieved that the title "Rackets," one of its programs, was being closely duplicated by several other stations. Mr. W. C. Alcorn, general manager of WBNX, wrote to Mr. James A. Baldwin, managing director of the National Association of Broadcasters, requesting the establishment of a "radio title clearing house," so that stations might be protected in their own area and against the use of similar titles. The motion picture industry has a clearing house for titles, and the Music Publishers' Protective Association has for years maintained a registration bureau for song titles. This subject is now under consideration by the National Association of Broadcasters, and it seems quite possible that some protective procedure will soon be initiated.

In concluding this discussion of property rights in titles, I should like to refer to a recent foreign case of interest. The proprietor of the musical composition *The Man Who Broke The Bank At Monte Carlo*, sued an American motion picture company in the Canadian Court, claiming that the motion picture of the same name infringed

upon the musical composition. The Court applied the English Copyright Law, amended in 1931 to expressly extend protection to original and distinctive titles, and stated:

> "I find from the evidence that said words, (viz: of the song) had become world wide known to the public and that the title and song has and had a reputation in Canada and other countries . . . In my view it (viz: the motion picture company) then deliberately used the title and permitted the defendants to use the same in the Dominion of Canada, to the injury of the plaintiff."

The Court therefore awarded damages to the plaintiff.

Thus the cases indicate a clear tendency to protect radio titles whenever the offender deceives the public by imitation.

IV. Protection of News

In connection with the question of "property rights" in news, the most important case in the first quarter of the twentieth century was International News Service against the Associated Press, which was finally decided by the United States Supreme Court. In that case, the International News Service copied the public news bulletins posted by the Associated Press, and sent copies and news summaries to its own subscribers. In characterizing the defendant's acts as unfair competition, and forbidding such practices, there were two very significant points made by the Court.

In the first place, in order that the law may protect a right in news, it is necessary that the right be recognized as property. The International News Service strongly relied upon the argument that news belonged to the public, and that no one had any definite rights in it. In rejecting this argument, the Court stated that the rights to the news as between the Associated Press and the public were immaterial. On the other hand, it held that as between the Associated Press and its competitor, the International News Service, the former had certain rights to its news which were subject to legal protection. Current news, thereupon, became recognized for practically the first time as a form of property, subject to protection under certain circumstances.

In the second place, the Court held that the International News Service was unfairly competing with the Associated Press by misappropriating, for profit, the latter's news bulletins. This is particularly significant, inasmuch as prior to the decision, the courts usually denied relief unless either the elements of "palming off" or deceit were present. The Court enlarged the legal doctrine of unfair competition by stating that misappropriation, as well as misrepresentation, would be enjoined. This is a demonstration of how the law enlarges the scope of its relief in order to accommodate new types of situations.

A similar new branch of law is the extension of the doctrine of interference with contract. Previously, there was no remedy against one who interfered with the performance of a contract between two others. The law had slowly and hesitantly afforded a remedy against one who *induced* a

party to a contract to break it. This doctrine of inducement to break a contract was limited, however, to the situation in which A had a contract with B and C induced A to break his contract with B. More recently the Court seems to have granted a remedy for mere *interference* with a contract even where one of the parties was not *induced* to break his contract. Take for example, the leading case of Reiner against North American News Alliance, which was decided by the New York Court of Appeals in 1932.

Mr. Reiner had booked passage upon the Graf Zeppelin with knowledge that a third party had contracted for the exclusive news rights of the trip, and also with knowledge that his ticket contained a provision that he would give no interviews and send no flight reports either *en route* or for eight days thereafter. Nevertheless, Reiner thereupon contracted with and supplied to the North American News Alliance reports of the trip. He brought suit to recover from the North American News Alliance the agreed price for such reports.

The Court of Appeals, however, refused to grant Mr. Reiner any relief, inasmuch as both he and the North American News Alliance had been guilty of illegal conduct. The Court held that Mr. Reiner's contract and his conduct unlawfully interfered with the contract between the owner of the Graf Zeppelin and the third party. In other words, Mr. Reiner was compelled by law to respect the contractual provisions and limitations of his ticket.

From the two cases cited above and the discussion of them, three legal principles can now be crystallized.

1. Under certain circumstances, current news will be deemed to have certain "property right" aspects. (International News Service case).

2. Under certain circumstances, courts will enjoin misappropriation of this news by competitors. (International News Service case).

3. Under certain circumstances, courts will not enforce a contract for the sale of news when the seller violates a contractual provision prohibiting him from communicating such news. (Reiner case).

These principles have been recently applied to the subject of property rights in sport events. Two recent cases clearly indicate the use of these concepts.

In 1935, the owners of the New York Giants brought suit against a company known as "Teleflash, Inc." The owners of the Giants had entered into a contract with the Western Union Telegraph Company permitting Western Union to furnish certain subscribers with the descriptions of the baseball games while they were being played. Without any such contract or permission, Teleflash, Inc., furnished its subscribers with similar news. An injunction was sought against Teleflash, Inc., on the ground that the owners of the Giants had the exclusive property right to the news of the game while it was being played.

There was no evidence that the ticket holders were the source of the news to Teleflash, Inc.; and even if they were, the tickets did not contain any provision prohibiting the publication of news of the game. The Court also pointed out that the legal doctrine of

unfair competition was not applicable, since the owners of the Giants and the Teleflash were not in competition, and accordingly refused to grant an injunction. This was quite in accordance with the above doctrines. The situation is different from the *Reiner* case where there was a restriction on the passage ticket prohibiting the news story of the trip of the Zeppelin; and it is also different from the International News Service case where there was competition between the two parties to the suit.

Notice, however, that within eighteen months after this decision, a case arose in which the property rights in a sport event were protected by the court. This case directly involved broadcasting. The promoters of the Joe Louis-Farr fight granted to the National Broadcasting Company the exclusive right to broadcast the description of the contest. The National Broadcasting Company in turn granted these rights to the Buick Company as sponsor. Transradio Press Service, Inc. which supplies news to certain broadcasting stations, knowing of these exclusive broadcast arrangements, nevertheless advised its customers that it would furnish a running account of the contest while it was in progress. Promoters of the fight and the National Broadcasting Company then sued to restrain Transradio Press Service, Inc. from furnishing such news. Upon the argument of the case, the Court requested Transradio's attorney to explain by which means it intended to obtain the description of the fight. The answer was: ". . . to obtain tips from ringside broadcast as to the facts of the progress of the fight and to authenticate them by independent investigation by news gathering representatives of the defendant located at vantage points outside the stadium but within view of the bout."

The Court held that insofar as broadcasting was concerned, Transradio was in competition with the plaintiffs. Furthermore, the rehashing of the "tips" would inevitably involve the use of the facts obtained from the plaintiffs' broadcast, and this would constitute "an unlawful appropriation of the exclusive property rights of the plaintiffs." Thus the Court applied the doctrine of the *International News Service* case and recognized property rights in news. The Court also pointed out the importance of a restriction upon the ticket of admission by referring to the fact that the admission tickets to the fight contained the following clause: "This ticket is sold and purchased and if honored, is to be honored upon the express agreement that no motion pictures of the contest herein referred to will be taken and no broadcast thereof effected by the purchaser or holder of this ticket except as may be authorized by the promoter." This provision may well be recognized as similar in effect to that given legal recognition by the Court in the Graf Zeppelin case referred to above as the *Reiner* case.

An interesting variation of this type of situation between competing broadcasters has occurred in the recent "feud" between stations WIBW and WOW. The former station, claiming the exclusive rights to broadcast the National Cornhusking Championship at Marshall, Missouri, had certain of the employees of WOW arrested on a charge of trespass for testing their mobile broadcasting equipment near

the scene of the contest. As a result, WOW broadcast its description of the event from a nearby field. The Court imposed fines for the trespass, and the case is now on appeal. It has been indicated that WOW will contend on appeal that the broadcast was of public interest, and that the ousting was against public policy.

The above cases indicate another type of problem. Will the courts go one step further, and protect property rights in news even where such news is obtained outside of the enclosure? Assuming that Transradio Press had obtained its news exclusively at vantage points outside the arena, would the Court have reached the same decision?

In the *Teleflash* case, the Judge said:

> "If, however, what the defendants distributed was the fruit of what they saw while wholly outside the plaintiff's grounds, I feel that they were free to convey this at will to telephone listeners. Insofar as I read the authorities, I find nothing to the contrary."

There has been, however, at least one decision which might indicate a contrary viewpoint. In 1932, the Appellate Division of the New York Supreme Court approved a decision prohibiting Pathe News, Inc. from distributing or exhibiting motion pictures of the Sharkey-Walker boxing exhibition, which consisted in part of pictures taken by use of a telescope from a point overlooking a part of Ebbetts Field in Brooklyn, where the contest had been staged. Part of the pictures had been taken from a box within the stadium, but it appears that the admission tickets contained no prohibition against the taking of motion pictures. Inasmuch as no opinion was rendered, it is not possible to know the reasoning of the Court.

A recent decision of the High Court of Australia is of interest since it is in accord with the statement in the *Teleflash* decision, and tends to indicate the judicial attitude toward this problem. The Court held that the broadcast of the description of a race, viewed from a point of vantage outside the race enclosure was legal. In reaching this decision the Court stated:

> "I am unable to see that any right of the Plaintiff has been violated or any wrong done to him. Any person is entitled to look over the Plaintiff's fences and to see what goes on in the Plaintiff's land. If the Plaintiff desires to prevent this, the Plaintiff can erect a higher fence. Further, if the Plaintiff desires to prevent its notice boards being seen by people from outside the enclosure, it can place them in such a position that they are not visible to such people . . ."

All the above situations involve attempts by rival interests to obtain news of an event at the scene of the event. A different problem is presented when one radio station utilizes the material broadcast by a competitor for its own purposes. Such a situation was recently presented when the Federal Communications Commission, acting upon the complaint of the American League of Professional Ball Clubs and certain of its affiliates, warned a large independent radio station in New York against the practice of "pirating information of certain ball games from other broadcasters." The complaint

stated that the American League had contracted with certain stations to have the exclusive rights to broadcast the games, and that the information from these broadcasts was pirated by another station and re-broadcast immediately. The Commission stated that such a practise violated the re-broadcast provisions of both the Communications Act of 1934 and the Rules and Regulations of the Commission, and would not be further countenanced.

In concluding the subject of property rights in news broadcasts, the case of Associated Press against station KVOS, Inc., undoubtedly familiar to all broadcasters, should be mentioned. There the United States Circuit Court of Appeals, following the doctrine of the International News Service case, prohibited the practice of broadcasting news items or summaries of news which had recently been published in newspapers. The Court found that there were both competition and misappropriation present. Although this case was reversed and dismissed by the United States Supreme Court, the reversal was on a technical legal question, and the Court expressly stated that it was not a ruling upon the merits of the case.

New concepts have developed in this field of law. The tendency is to recognize property rights in news. Under certain circumstances, the broadcast of news, whether of general or special events, will now be protected.

V. Protection of Names and Personalities

(A) The Aunt Jemima Case

One of the most important aspects of programming concerns the use of names and personalities. This is particularly so in connection with dramatized news broadcasts. The general principles applicable to this type of problem were recently set forth in detail by the United States Circuit Court of Appeals in New York. Familiarity with the *Aunt Jemima* case, accordingly, is necessary in order to properly evaluate the subject.

Miss Tess Gardella, a stage and radio performer, had achieved considerable fame under the pseudonym "Aunt Jemima." She brought suit against the Log Cabin Products Co., Inc., (manufacturers of maple syrup), its parent company, General Foods, Inc. and National Broadcasting Company. The basis of the suit was that she had been injured by the use of the name "Aunt Jemina" in broadcasts over a National Broadcasting Company network, sponsored by the Log Cabin Products Company, Inc., and General Foods, Inc.

In connection with the broadcast of this program, the Log Cabin Company has made an agreement with the Quaker Oats Company, manufacturers of "Aunt Jemima Pancake Flour," a trademarked name, for a joint advertising campaign. The pancake flour had been widely advertised, for a long period, by public appearances of colored women portraying the Aunt Jemima character whose face appears on the packages. It was agreed that "Aunt Jemima" as a character and as a product should be mentioned in a favorable light on the radio program "for the joint promotion of Aunt Jemima and Log Cabin Syrup." In the program in question, the name Aunt Jemima was used only in connection with pancake flour.

It appears that the Log Cabin Company had attempted to employ Miss Gardella to take part in these programs, but that because of inability to agree on compensation, no engagement had been consummated. Thereafter the Log Cabin Company employed other persons to read the dialogue and to do the singing. These performers were referred to merely as "Aunt Jemima."

In the first place, Miss Gardella claimed that the use of the name "Aunt Jemima" violated her right of privacy under the New York State law. Although affirming her contention that the New York statute does protect a public or stage name, the Court stated that just as Miss Gardella had acquired certain rights to the use of the name "Aunt Jemima" in her professional career, so also the Quaker Oats Company had certain rights in that same name. The Quaker Oats Company not only had the right to use the name and the fictitious character it represents, but also the right to the various forms by which it might be advertised. Therefore, continued the Court, whatever rights Miss Gardella might have against the rest of the world, she had no statutory right of privacy against the Quaker Oats Company, and that company needed no authority from her to use the name "Aunt Jemima."

The Court thereupon considered the question of unfair competition. Miss Gardella claimed that the actress on the program who did the singing was hired to imitate her (Miss Gardella's) style and manner of singing, and that because the name "Aunt Jemima" was used, the public was misled into believing that Miss Gardella was singing. Furthermore, she claimed that the counterfeit performance was of inferior quality, and so her reputation and earning power were injured.

The Court stated that this claim of unfair competition involved two distinct problems. In the first place, there was the question of imitation and deception—the usual problem of "passing off." Conceding that, within the scope of her fame and activities, Miss Gardella had achieved, as Aunt Jemima, a certain fame and unique significance which the law will protect against pirating, the Court stated that Quaker Oats Company had "no right to trade upon her reputation or to pass off an imitation of her singing or form of entertainment which either caused deception or was likely to do so." But this was not done. There was no proof of such impersonation. The Quaker Oats Company had presented its own character and advertised her through actresses who appeared as "Aunt Jemima," but who did not pretend to be Miss Gardella.

In setting forth the test of identification, the Court said that the probable reaction upon the public mind must be considered. This, of course, was significantly affected by the fact that the fame of the fictitious Aunt Jemima was at least as great in its own sphere as that of the theatrical Aunt Jemima. Accordingly, insofar as an advertising broadcast was concerned, it reduced the probability of confusion. The proof showed that on numerous occasions colored women had been employed by the Quaker Oats Company to portray Aunt Jemima, both in amateur theatricals and radio broadcasts. The Court stated that it seemed clear that the fictitious character, associated

with the extensive advertising, was completely familiar to the public mind, and that "an examination of the broadcast script reveals that whenever Aunt Jemima was referred to or introduced, it was always in the form of advertising pancakes and syrup. Aunt Jemima was predominantly the 'pancake' Aunt Jemima."

The Court also considered the second aspect of the claim of unfair competition, which dealt with the claim that the imitation was so inferior that Miss Gardella's professional reputation was impaired. This, of course, is simliar to a claim of defamation.

There is no question but that the law grants a remedy against injury to reputation either by speech, writing or by impersonation. If there is a deceptive imitation amounting to an impersonation which is an inferior performance, and tending to injure one's professional reputation, there is a basis for damages. However, the Court concluded that it was necessary to show confusion or deception. None had been shown.

The case was sent back to the lower court for a new trial, and has recently been settled.

It is obvious that the *Aunt Jemima* decision was based upon an unusual set of facts. Many broadcasters are, however, presently confronted with a variation of this problem, to which the legal principles set forth in the *Aunt Jemima* case are applicable. When a dramatized news program is broadcast, it is clear that there is no question of unfair competition, inasmuch as actors and actresses are expressly depicting the characters portrayed. But may the characters portrayed claim that their privacy is invaded? Is it possible that such persons can sue for defamation because of an unfair and injurious portrayal? Does the doctrine of defamation by impersonation protect the personalities of other than professional entertainers?

V. Protection of Names and Personalities

(B) Right of Privacy

The concept of the law of privacy has been afforded legal recognition for but a few decades, and its boundaries are still quite uncertain. The usual situation involving this principle arises when the name or picture of an individual are used, without permission, for the purpose of advertising a product. The Courts of certain states have recognized the legal right of persons to be protected from such unauthorized exploitation, and this has been termed the recognition of the right of privacy. It is to be noted, however, that some state courts have refused to recognize any such right, while still other courts have not yet expressed their views.

The *Uproar* case, which was decided by the Circuit Court of Appeals in Massachusetts, and which the United States Supreme Court refused to review, limited the use of a name to an extent almost without precedent. The Texas Company had contracted with Mr. Ed Wynn to broadcast a script prepared by himself for $5,000 per broadcast. The Texas Company also contracted with the National Broadcasting Company for the use of certain broadcast facilities, and for the services of Mr. Graham McNamee as announcer. Subsequently, the Uproar Company, with the consent of Mr. Wynn, decided

to capitalize on the popularity of the program by publishing the programs in pamphlet form immediately after the radio performance. The Texas Company objected, and sought to restrain the publication, on the grounds that it owned the subject-matter (viz: had property rights) of Mr. Wynn's broadcasts, and also that the publication of the pamphlets would injure the advertising value of the broadcasts. Furthermore, the National Broadcasting Company objected on the ground that the pamphlets used Mr. Graham McNamee's name under the abbreviation "Graham" and that the rights to the use of this name belonged, pursuant to contract, exclusively to it.

The Court held that, under the circumstances, the literary property in the scripts belonged to Mr. Wynn and he had the general right to publish them. However, said the Court, "as the scripts were prepared under contracts with the Texas Company for that company's advertising and Wynn had been paid for the use of them, plainly he was not at liberty to make any other use of them which could in any way weaken or interfere with that for which they had, so to speak, been sold." The Court thereupon held that the pamphlet might well tend to injure the effects of the advertising of the Texas Company.

The Court further decided that the Uproar Company had no right to use Mr. Graham McNamee's name in its publication, either in full or under the abbreviation "Graham." Thus the Court recognized a property right in the name and restrained its use even where the first name only was mentioned, since its position in the entire context identified the personage.

The question as to whether those courts which recognize the right of privacy will consider a dramatized news broadcast on a sponsored program as a violation, is still open. It is clear, however, that the right of privacy seems to be limited to a certain extent, and does not protect the acts of a person, particularly one who is prominent and engaged in public life, from being truthfully depicted in the news. As has been stated by the Kentucky Supreme Court, "There are times . . . when one, whether willingly or not, becomes an actor in an occurrence of public or general interest. When this takes place, he emerges from his seclusion, and it is not an invasion of his right of privacy to publish his photograph with an account of such occurrence."

A recent decision emphasizes the usual judicial attitude that the law will not restrain the truthful report of a fact, even though that fact be dramatized. In August, 1937, Mr. Martin Durkin, a convicted murderer in prison, brought suit to restrain a dramatization of his career on Mr. Phillips Lord's *Gang Busters,* a program sponsored by the Colgate-Palmolive-Peet Co. and broadcast over the Columbia network. Among other allegations, Mr. Durkin claimed that in a short time he would be eligible for parole, and that as a result of the broadcast he "will suffer irreparable harm, damage, disgrace, shame and humiliation . . ." In denying relief to Mr. Durkin, the Court stated: "This Court would have no power to enjoin a newspaper three months after the commission of a crime or ten years after the commission of a crime for making a statement of the actual happening or the actual facts that hap-

pened during a commission of the crime. And as I understand this case, it is a rather pictorial statement of the crime by taking from the records of the Court what actually happened in the commission of that sort of crime." Furthermore, concluded the Court, if the broadcast affected the action of the Parole Board, and it was untrue, "the plaintiff would have an action at law to recover damages."

There are a few cases, however, which indicate that there may be certain abuses which the courts will not tolerate. Perhaps the most striking of these was the action by Mrs. Gabrielle Darley Melvin because of the production and exhibition of the motion picture film, *The Red Kimono,* depicting incidents in her life. Although the Court stated that the use of the incidents in themselves, being matters of public record (she had been tried and acquitted of a murder charge) were not subject to restraint, yet because Mrs. Melvin had reformed and abandoned her past life, the use of her maiden name in connection with the advertising of the picture violated her Constitutional Right "to pursue and obtain happiness. Whether we call this a right of privacy or give it any other name is immaterial . . ."

In 1927, the Supreme Court of the District of Columbia considered actionable the publication of a stolen picture of a married woman in connection with an uncontroverted news item to the effect that she was recovering from gas asphyxiation, in what was made out to be a scandalous effort at double suicide. The Court termed the publication of the picture an invasion of the right of privacy, one of the "inalienable rights of man" guaranteed by the "life, liberty and pursuit of happiness" clause of the Declaration of Independence.

It seems to me that the law must permit a truthful presentation of news events irrespective of injury to individuals who were in the past involved in unpleasant incidents, or it must prohibit revelations of the past which are unfavorable to living individuals. It should not make exceptions, and thus jeopardize the rights of both the presenters and those depicted.

The rule of permitting such presentations should be applied, otherwise there will be no limit to the curtailment of perhaps historical incidents. Sensationalism at the expense of certain individuals is of course to be decried, but the discouragement should come from the public's reaction to the bad taste of such presentations. Unless truthful dramatic presentations are permitted, there is a form of censorship which, no matter how well motivated, is indefensible.

It has sometimes been suggested, in connection with the protection of the names of stage and radio performers, that such names be registered in Washington. This, however, presents a difficult problem. The theory of American Trade Mark law is that a trade mark is registered after it has been in actual use, and the application contains a description of the *goods* on which the trade mark has been used. There is, of course, a possibility that a certain amount of a product, such as cigarettes, might be actually manufactured, and sold under the name "Cassandra" cigarettes, and thereafter trade mark registration applied for. An attempt of this sort, however, has not yet come to my attention, and I offer no opinion

as to the effectiveness of such procedure.

A special situation is presented in New York State. I have already mentioned that, in the Aunt Jemima case, the Court held that the New York statutory right of privacy applied to a public or stage name. What is this law, and what is its effect?

The New York Civil Rights Law provides that the name, portrait or picture of any living person may not be used for advertising purposes, or for the purposes of trade, without prior written consent. There have been a number of cases, particularly those relating to motion pictures, which indicate the scope of the law insofar as it is pertinent to this discussion.

With reference to the protection of stage and public names, the *Aunt Jemima* case in effect overruled a recent decision by the lower court in the *Cassandra* action. In 1936 Miss Claire H. Davis, who described herself as "an actress, psychic, palmist, author and lecturer," appearing under the name "Cassandra" or "Casandra," sued R. K. O. Pictures for violation of her right of privacy (under the New York State Law) and also for libel. She claimed that in the R. K. O. motion picture known as *Bunker Bean,* her stage name was used as that of a character, and in such manner as to subject her to ridicule and contempt. The Court pointed out that in the picture there is no reference to Miss Davis, and that the character in the picture is *Countess* Casandra, which title the plaintiff did not claim she assumed, even as a stage name. Pointing out that the name "Casandra" is derived from Grecian mythology, and has been associated in literature with prophecy, the Court stated: "Names of other mythological characters have not escaped those engaged in the amusement field or in business 'Hercules' and 'Atlas' are assumed by theatrical strong men and by powder and cement companies. Other similar instances are numerous. They are all names that in the public mind have become associated with some particular trait, quality or power."

The Court thereupon concluded that the R. K. O. Company had as much right to use the name "Casandra" in the picture, as the plaintiff had to assume that name as psychic and palmist, and that there was no indication that the character in the picture referred to her, so as to constitute any libel. Furthermore, stated the Court, the New York statutory right of privacy does not refer to stage names.

Although this decision was undoubtedly warranted by the facts, the last-stated conclusion of the Court has been contradicted in the *Aunt Jemima* case, and should be considered overruled. However, inasmuch as both cases were interpretations by the federal court, the decision cannot be deemed final. For the state court has the highest authority in determining the meaning of a state statute.

It is interesting to note that the statute does not apply to the imitation of a voice. This was decided in Miss Helen Kane's suit against Fleischer Studio, Inc., in which she claimed that Betty Boop was a copy of her person. The Court found that the cartoon did not resemble Miss Kane, and that although there was a similarity of voice, this was not prohibited by the statute.

The question as to whether a dramatized news broadcast on a sponsored program constitutes a violation of the New York statute has been subject to much legal speculation. There is at least one case, decided by the New York Court of Appeals, which indicates that, if there is more fiction than fact in the dramatization, the statute is violated. Without entering into an extended discussion of the intricate legal concepts involved, I point out that the situation is of sufficient seriousness to warrant the attention of at least all broadcasters in New York State.

In summary, it may be stated that, with the exception of New York State, it would seem that the right of privacy concept will not be invoked to restrain the broadcast of news dramatizations, except in occasional extreme cases. It is therefore pertinent to consider certain other legal principles which may be considered applicable.

V. Protection of Names and Personalities

(C) Defamation

In the usual action involving defamation, certain untrue words have either been written or spoken about another person which, in general, either injure his reputation or cause him shame. Although there have been comparatively few cases on the subject, it appears to be quite certain that the liability of broadcasters is closely akin to that of newspaper publishers, and that broadcasters will be held absolutely liable when defamous words are spoken. (Most of the cases on the subject have involved the question as to whether defamation by broadcast constitutes libel or slander. The importance of this differentiation relates primarily to degree of liability and proof of damages, and is not pertinent to this discussion.)

But, as above indicated, I am considering the question of defamation by impersonation, rather than by oral or written descriptive phrases. Suppose a person who is depicted in a news dramatization is chagrined to find that his voice is unfairly caricatured, or that he is falsely represented as having done certain acts, or as having stated certain words—is there a remedy?

The injury which was claimed in the *Durkin* case was not the falsity of the presentation but rather the publicity which revived the incident in the public mind. Assuming however, that while the script set forth the facts accurately, the voice, tone or manner of speaking was unlike the person portrayed, and subjected him to contempt or mortification. Under such circumstances the court might well consider the *Camel* case. In that action, Mr. Crawford Burton gave permission to the makers of Camel cigarettes to take his photograph and to publish it in connection with an advertisement for Camels. Due entirely to an optical illusion, the photograph of Mr. Burton, published in the advertisement, was "susceptible of being regarded as representing plaintiff as guilty of indecent exposure and as being a person physically deformed and mentally perverted."

The Court pointed out that in most cases "a libel must be something that

can be true or false, since truth is always a defense. It would follow that if, as we agree, the picture was a mistake on its face and declared nothing about the plaintiff, it was not a libel." But the Court refused to adopt this line of reasoning, stating that the picture was actionable inasmuch as it might well have injured the plaintiff's reputation, and "that the fact that it did not assume to state a fact or an opinion is irrelevant."

It is well settled that legal redress is afforded against the act of falsely attributing speech or writings to a person, resulting in humiliation or damage to reputation. One of the leading cases on this subject was decided by the New York Court of Appeals in 1913. Baron Antonio B. d'Altomonte, a noted professional newspaper correspondent, author, lecturer and traveller, sued the New York Herald Tribune Co. He claimed that by reason of an article in defendant's newspaper, the authorship of which was falsely attributed to him, he was damaged in reputation, and humiliated. Baron d'Altomonte asserted that the article represented him as describing himself in an absurd and improbable adventure, and exposed him to charges of sensationalism, bad taste and falsification. The Court stated: "I think the publication ascribing the authorship of such an article to a man of the standing and reputation which plaintiff claims for himself . . . if false and a forgery, is calculated to hold him up to ridicule and contempt and to destroy his influence as a writer and lecturer . . ." The Court, accordingly, refused to dismiss the action.

In 1929, the New York Court of Appeals decided the action of Miss Florence E. Ben-O'liel against the Press Publishing Company. Miss Ben-O'liel, a professional lecturer, writer and teacher, based her livelihood on her reputation as a specialist in certain fields. The defendant published in its newspaper an article purportedly written by Miss Ben-O'liel. She did not write the article, and the facts set forth in it were false, ridiculous and grotesque. In stating that Miss Ben-O'liel had an action in damages for humiliation and injury to her reputation, the Court stated: "In order to constitute a libel, it is not necessary for the defendant in its paper to directly attack the plaintiff as an ignorant imposter. The same result is accomplished by putting in her mouth or attaching to her pen words which make self-revelation of such a fact. One may say of a physician that he is an ignorant quack, or he may print a statement by the physician regarding some operation performed by him or some treatment of a disease which shows him to the profession to be an ignoramus and a bungler. Both of these publications would be libelous."

There are several cases which clearly hold that the false portrayal of a person as a party to a certain event, which portrayal causes humiliation or injury to his reputation, is subject to legal redress. The most important recent decision on this subject is the *Youssoupoff* case. A Russian Princess sued Metro-Goldwyn-Mayer Pictures, Ltd. in England, claiming that she was in-

jured by the portrayal of Princess Natasha in defendant's motion picture, "Rasputin." In the picture it was represented that Princess Natasha had been seduced or ravished. The plaintiff proved that the public understood the character in the picture represented her, and that such portrayal was entirely false. The Court awarded judgment for 25,000 pounds sterling, and this verdict was sustained on appeal.

In 1929, Miss Minerva Brown sued the Paramount Publix Corporation in connection with the motion picture *An American Tragedy*. She alleged that this picture purported to portray an incident to which she was a party, but that she was untruthfully portrayed in a defamatory manner. An instance of this was the portrayal of Mrs. Brown "as having neglected her daughter morally and permitted her to carry on clandestine relations with Chester Gillette . . . Surely this portrayal would tend to expose the plaintiff to public contempt and aversion . . ." The Court, accordingly, refused to dismiss the complaint.

A suit arising from the motion picture, *I Am A Fugitive From A Chain Gang* has been brought by Mr. Vivian Stanley against Warner Bros. Pictures, Inc. Mr. Gray, a member of the Georgia Prison Commission, claims that the portrayal of the prison commission in the motion picture, coupled with the fact that the motion picture was advertised as being based on a certain book, damaged his reputation. On a motion made by the defendant challenging the plaintiff's petition, the Court stated that the petition "charged defamation of a man in public office by representing him to be one of a commission of three who either instigated and furthered a cruel and savage penal system or who, knowing about it nevertheless permitted it to continue." The Court sustained the petition, and it is expected that the case will go to trial.

Warner Bros. Pictures, Inc. are likewise defending an action in New York in connection with the motion picture *Go Into Your Dance*. It is claimed that plaintiff's Casino de Paree (now out of business) is reproduced in the picture, and is represented as being a hangout for racketeers and gangsters. Mr. Yermi Stern, one of the proprietors, claims that this untrue portrayal reflects upon him, and has sued for substantial damages.

In 1936, Miss Fofo Louka, a tragedienne, sued the proprietor of a burlesque theater in Boston, because her picture was displayed at the entrance to a burlesque theater. Asserting that the display implied that she performed in burlesque which was untrue in fact, she claimed damages for humiliation and injury to her reputation. The Court sustained these claims, and awarded her about $2700.00. The highest court of Massachusetts subsequently affirmed this judgment.

Even an imaginary depiction which subjects the person portrayed to contempt, may make the writer liable. Such an unusual situation was presented in the action of Mr. Curtis B. Dall against Time, Inc. In depicting a news

item from abroad, Time magazine described an imaginary suicide of Mr. Dall, a former son-in-law of President Roosevelt. The jury before whom the case was tried gave a verdict for the defendant, but this was set aside by the Judge. The Appellate Division sustained the Judge's action, and sent the case back to the jury to affix damages. In its decision, the court stated:

> "If publishers desire to use the names of living persons by way of example or analogy of infamous acts or degrading crimes merely to arrest their readers' attention, they do so at their peril." It is believed that this decision will be further appealed.

These cases indicate the tendency of the courts to protect private rights against portrayals which, because of dramatic requirements, color the truth and thereby cause humiliation or disgrace to the real people involved. This places a great burden upon those who dramatize events of living people, for unless these presentations are favorable, the creators must be prepared to establish the truth or face the possible consequences of damage suits.

V. *Protection of Names and Personalities*

(D) *Unfair Competition*

I have already stated that the question of "passing off" is not ordinarily involved in dramatized news broadcasts, inasmuch as the actors and actresses are expressly depicting the characters portrayed. However, there is an action, pending at the date of this writing, which presents an interesting variation of the "passing off" concept set forth in the *Aunt Jemima* case.

Miss Kathryn Kuhn, a stylist and theatrical dress designer, sued Veloz and Yolanda, a well-known dance team, because of an article written in the Chicago Tribune in 1935. The article, purportedly based on information furnished by defendants, stated that they designed certain of Miss Yolanda's gowns. Miss Kuhn claimed that such statements were false; that in fact she designed all of the gowns referred to in the article; that she is widely known in the theatrical field as the designer of Miss Yolanda's gowns —and thus the publication of the article injured her reputation. In considering certain matters of legal pleading, the Court indicated that the allegations, if proved, warrant legal relief. Because of certain technicalities of pleading, however, the Court stated that it will be necessary for Miss Kuhn's attorneys to amend the complaint before proceeding further. This decision is now on appeal.

It is interesting to note that although the action is for defamation, the essence of the claim is the "passing off" of Miss Kuhn's work as the work of Veloz and Yolanda. This is an interesting contrast to the *Aunt Jemima* action, which involved the claim that the performances of third persons were being "passed off" as those of Miss Gardella.

VI. *Conclusion*

The law is adjusting itself to a change in comparative values.

Before the advent of radio, the scale

of public policy was much heavier than the scale of individual rights. The protection of mere ideas might grant monopolies in artistic fields and seriously hamper their development, subjecting everyone who could not prove complete originality to lawsuit.

The law recognized the wisdom of the Latin proverb — *non nova sed novae;* it is not the new idea which matters but how it has been treated or developed. Similarly, the exclusive rights of the individual in a name, title or a news event were outweighed by considerations of public policy.

The law, accommodating itself to this philosophy, granted no rights or very restricted rights. True, in some instances, individuals were injured by the failure to give property right status to ideas, but such sacrifice was necessary in the common good. That is how the pernicious distinction grew between being morally right but legally wrong. What is meant is that the law in its endeavor to be consistent and to serve as a guide post for future conduct refused to make exceptions in special instances which sorely tempted relief.

The growth of broadcasting, particularly when coupled with the development of motion pictures, has tipped the scales differently. A new great industry revolves on an axis of ideas. Huge sums of money are gained or lost because of the success or failure of a mere idea. Popularity skyrockets names or titles to the attention of audiences never before enjoyed by Emperors. Thirty million people listen at one time to one program. The attendant rewards are similarly great. The full value of news which is its freshness, now blossoms forth into instantaneous delivery over stretches of thousands of miles, as if it were carried by lightning. The dramatization of news becomes an audible motion picture of the event. And broadcasting, its power far greater than any frequency measurement indicates, can destroy or magnify the prestige and popularity of any individual as no other medium in the history of the world. Such power indicates its own restrictions.

The jeopardy, financial and otherwise, of the rights of the individual must be given greater weight. Its relative value had been small, as compared with the general rights of citizens not to be harassed by worthless claims. The scales are tipping in the other direction. As a dynamic force the law creates new rules for conduct. The doctrine of unjust enrichment has always been recognized by law. The previous denials of remedy caused minor sacrifices. Now such denials involve major sacrifices on one hand and huge profits on the other. The tendency is to prevent such inequality.

It is in the light of this analysis that the newer tendencies of the law can be understood. The danger is that the pendulum of relief will swing to an extreme. Radio executives must proceed with utmost caution. They can no longer entirely depend on precedent, — for precedent is being abandoned. The law is passing through a transition and one must gauge its tendencies and directions.

I hope that the above analysis will be of some aid in charting the correct course in the new and stormy sea of radio law.

Digest of Radio Legislation Introduced Into The Senate and House of Representatives During the First Session of The Seventy-Fifth Congress

SENATE

S. 595. Mr. Copeland; January 11, 1937 (Commerce).
Approved May 20, 1937 (Public, No. 97).

Extends the purposes and provisions of the Communications Act of 1934 (U. S. C. 47: 151-609) to cover safety of life and property at sea through the use of wire and radio communications, and provides for the enforcement of the International Convention for Safety of Life at Sea. It shall be unlawful for ships of the United States or of foreign countries, (a) if other than cargo ships of less than 1,600 tons, to leave ports for voyages in the open sea unless equipped with efficient radio installation manned by qualified operators; or (b) if passenger vessels of 5,000 gross tons or over to leave port unless equipped with an efficient radio direction finder apparatus—except ships of war, and certain ships operated close to land. Each cargo vessel shall carry at least two operators unless equipped with an automatic alarm receiver, and all passenger vessels, where hours out of port exceed 48, shall carry three operators. All such radio installation shall have normal transmitting and receiving range of 200 nautical miles—with emergency installation of half that range. There shall be efficient means of communication between the bridge and radio room. The masters of such vessels shall, on meeting with dangerous ice, derelicts, tropical storms, or navigation dangers, transmit such information to ships in the vicinity. And stations subject to the Communications Act shall exchange radio communications, distress signals, etc., with aircraft as well as with ships at sea. (Repeals Radio Act of 1910.)

S. 681. Mr. Copeland (by request); January 12, 1937 (Commerce).

Amends R. S. 4131, which requires that certain officers on vessels of the United States must be American citizens: (1) By making it applicable to vessels "propelled by steam or any other method" [instead of "propelled wholly or in part by steam"]; and (2) by including chief radio officer and other members of the radio department qualified to take charge of the radio watch.

S. 1353. Mr. Walsh; February 3, 1937 (Interstate Commerce).

The Communications Commission may authorize actual operation of transmitting apparatus by unlicensed persons at all radio stations for which a station license is required except (1) where licensed operators are required by international agreement or for safety; or (2) stations engaged in broadcasting, or operated as common carriers (below 30,000 kilocycles); and make special regulations governing granting of licenses for the use and operation of automatic radio devices (amending U. S. C. 47: 318).

S. 2170. Mr. Johnson of California; April 15, 1937 (Commerce).

Requiring passenger aircraft to be equipped with radio installation—companion bill to H. R. 6346.

S. 2407. Mr. Sheppard; May 12, 1937 (Interstate Commerce).

The Federal Communications Commission shall have authority to issue radio station operators' licenses only to applicants 21 years of age or over, but the Commission may waive the age-limit in issuance of licenses to amateur operators [amending U. S. C. 47: 303 (1)].

S. 2733. For digest of contents of this bill see H. R. 3039.

S. 2756. Mr. Schwellenbach; July 8, 1937 (Interstate Commerce).

Radio-broadcasting stations shall keep records (to be open to public inspection) of: (1) applications for time; (2) rejections of applications, with reason; (3) additions and changes requested in arranged programs on public, social, political, and economic issues and on educational subjects. (Adding to § 315 of the Communications Act of 1934, U. S. C. 47: 315).

S. 2757. Mr. Schwellenbach; July 8, 1937 (Interstate Commerce).

The provision of the Communications Act (§ 326) forbidding interference with the right of free speech by means of radio communication shall not be construed to exempt a radio licensee from liability for defamatory, profane, or obscene language or action broadcast by its employees or representatives [in lieu of the provision forbidding any person to utter any obscene, indecent, or profane language by means of radio communication].

S. 3000. Mr. Sheppard; August 21, 1937 (Interstate Commerce).

Removes the qualification of 6 months' previous service on United States ships required for radio operators on cargo ships fitted with auto-alarm systems, under § 353 (b) of the act of May 20, 1937 (Public, No. 97—75th Cong.).

HOUSE OF REPRESENTATIVES

H. R. 1592. Mr. McCormack (by request); January 5, 1937 (Interstate and Foreign Commerce).

Neither the Communications Act of 1934 nor any other act, shall prevent the furnishing reports of positions of ships at sea to newspapers of general circulation, provided the reporting company's name is displayed along with the ship position reports. (Amending 48 Stat. 1064.)

H. R. 3038. Mr. Scott; January 14, 1937 (Interstate and Foreign Commerce).

Amends § 326 of the Communications Act of 1934 (U. S. C. 47: 326) to provide that no action, civil or criminal, shall be commenced against any licensee because of anything said or done during any broadcast on any public, social, political or economic issue; but the exemption does not extend to defamatory, profane, indecent, or obscene language or action broadcast by an officer, employee, agent, or representative of the licensee.

H. R. 3039. Mr. Scott; January 14, 1937 (Interstate and Foreign Commerce).

Each licensee of a radio broadcasting station shall set aside regular periods for uncensored discussion on a nonprofit basis of public, social, political, and economic problems, and for educational purposes. Equivalent facilities shall be afforded opposing viewpoints. The licensing authority and licensees shall have no power of censorship nor be subject to liability, civil or criminal, for material so broadcast. [Present law (U. S. C. 47: 315) requires that equal facilities be afforded opposing candidates for public office.]

H. R. 3033. Mr. Scott; January 14, 1937 (Interstate and Foreign Commerce).

Radio-broadcasting stations shall keep records (to be open to public inspection) of: (1) Applications for time; (2) rejections of applications, with reason; (3) additions and changes requested in arranged programs on public, social, political, and economic issues and on educational subjects; (4) interference with and substitution of programs on such issues and subjects (adding to § 315 of the Communications Act of 1934, U. S. C. 47: 315).

H. R. 3140. Mr. Culkin; January 18, 1937 (Interstate and Foreign Commerce).

Prohibits the advertising of alcoholic beverages by radio; penalty, fine of $500 to $1,000 and/or imprisonment from 3 to 12 months (adding to Communications Act of 1934, § 16).

H. R. 3884. Mr. Lea; January 28, 1937 (Interstate and Foreign Commerce).

Makes it unlawful for any carrier by wire or radio to issue or honor any frank, or render any free interstate or foreign service, except in situations involving safety of life or property (including hydrographic and weather reports, medical assistance to persons on ships or aircraft at sea), and except in preparation for national defense [amending §§ 210 and 602 (b) of Communications Act of 1934—which now permit carriers to issue and exchange franks and passes for employees and their families].

H. R. 3892. Mr. Wearin; January 28, 1937 (Interstate and Foreign Commerce).

Makes it unlawful for any radio broadcasting licensee—(1) to be owned, controlled, or managed, directly or indirectly, by the owner, manager, etc., of a newspaper or other printed publication; (2) to own, control, or manage a newspaper or other printed publication. The foregoing shall not apply to licensees during the term of their license.

H. R. 3898.* Mr. Lea; January 28, 1937 (Interstate and Foreign Commerce).

Approved March 29, 1937 (Public No. 2):

The Communications Commission may authorize actual operation of transmitting apparatus by unlicensed persons at all radio stations for which a station license is required except (1) where licensed operators are required by international agreement or for safety; or (2) stations engaged in broadcasting, or operated as common carriers (below 30,000 kilocycles); and make special regulations governing granting

of licenses for the use and operation of automatic radio devices (amending U. S. C. 47: 318).

H. R. 4191. Mr. Ramspeck (by request); February 2, 1937 (Merchant Marine and Fisheries).

Extending the purposes and provisions of the Communications Act of 1934 to cover safety of life and property at sea through the use of wire and radio communications—companion bill to S. 595.

H. R. 4195. Mr. Ramspeck (by request); February 2, 1937 (Merchant Marine and Fisheries).

Amends R. S. 4131, which requires that certain officers on vessels of the United States must be American citizens: (1) By making it applicable to vessels "propelled by steam or any other method" [instead of "propelled wholly or in part by steam"], and (2) by including chief radio officer and other members of the radio department qualified to take charge of the radio watch.

H. R. 4281. Mr. Celler; February 3, 1937 (Naval Affairs).

Authorizes Secretary of Navy to construct and operate a "Pan American Radio Station" in Washington—Commissioner of Education to provide programs of national and international interest and without advertising matter. General policies of the station shall be determined by an advisory board of nine consisting of the Secretary of State, Director of the Pan American Union, Chairman of the Federal Communications Commission, Commissioner of Education, and such other Government officials as the President may select. Authorizes $700,000 for construction, $100,000 annually for operation, and necessary sums for program production.

H. R. 5038. Mr. Anderson of Missouri; February 24, 1937 (Interstate and Foreign Commerce).

Broadcasting licenses shall be granted for a minimum term of 5 years [now granted for a maximum term of 3 years]—not applicable to licenses in force on date of enactment [amending U. S. C. 47: 307 (d)].

H. R. 5300. Mr. Maloney; March 3, 1937 (Interstate and Foreign Commerce).

Personal endorsements of articles by radio, if paid for, must be accompanied by statement to that effect.

H. R. 5336. Mr. Welch; March 4, 1937 (Interstate and Foreign Commerce).

Restricting radio station operators' licenses to applicants over 21 years of age—covered by later bill, H. R. 5376.

H. R. 5376. Mr. Welch; March 5, 1937 (Interstate and Foreign Commerce).

The Federal Communications Commission shall have authority to issue radio station operators' licenses only to applicants 21 years of age or over [amending U. S. C. 47: 303 (1)].

H. R. 6440. Mr. Boylan of New York; April 15, 1937 (Ways and Means).

Requires the registration of broadcasting stations with the collectors of internal revenue, and payment of a tax computed on authorized power as follows: (1) up to 1,000 watts, $1 per watt; (2) 1,000 to 10,000 watts, $2 per watt; (3) over 10,000 watts, $3 per watt. In cases of part-time stations the tax shall be in the proportion that the number of authorized hours broadcasting bears to 24 hours. Where stations use varying amounts of power the basis of the tax shall be the weighted average amount of authorized power. The tax shall not apply to stations of the State or Federal Governments or to stations operated exclusively for non-profit purposes and using only unsponsored programs.

H. R. 7711. *Mr. McCormack (by request); June 29, 1937 (Interstate and Foreign Commerce).

As passed by House August 2, 1937:

Neither the Communications Act of 1934 nor any other act shall prevent the furnishing reports of positions of ships at sea to newspapers of general circulation, provided the reporting company's name is displayed along with the ship position reports. The Commission may prescribe rules to carry out provisions of this act (amending 48 Stat. 1064).

H. R. 8230. Mr. Bernard: August 13, 1937 (Interstate and Foreign Commerce).

Repeals the power of the President, under the Communications Act of 1934, to suspend broadcasting or to take over radio stations upon proclamation that there exists "a threat of war or a state of public peril or disaster or other national emeggency"—confining his exercise of such power to a time when "war" exists [amending U. S. C. 47: 606 (c)].

H. R. 8251. Mr. Pettengill; August 16, 1937 (Merchant Marine and Fisheries).

Repeals § 353 (b) of the Act of May 20, 1937 (Public, No. 97, 75th Cong.), which requires cargo ships, fitted with an auto-alarm, to carry at least one qualified operator of at least 6 months' experience aboard United States ships.

ILLUSTRATIVE COPYRIGHT PUBLICATIONS AND BIBLIOGRAPHY

By *Herman Finkelstein*
of the New York Bar

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Copyright in Congress 1789-1904.

Copyright Office Bulletin No. 8, order from Supt. of Documents, Washington, D. C. Price, cloth, 65c.

The Copyright Law of the United States of America.

Copyright Office Bulletin No. 14, order from Supt. of Documents, Washington, D. C. Price, 10c.

Decisions of U. S. Courts Involving Copyright, 1913-14.

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STRONG .....Dramatic and Musical Law (3rd Ed. 1909).....Era Publishing Office (London)

TALFOURD, T. N.....Three Speeches on Extension of Copyright (1840).....Edward Maxon (London)

WEIL .....American Copyright Law (1917).....Callaghan & Co. (Chicago)

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Federal Trade Commission Procedure in Radio Advertising Cases

Entry of the Federal Trade Commission in 1934 into the field of commercial radio advertising followed as a logical step the establishment of radio as a major medium of advertising.

Previously, in 1929, the Commission set up its Special Board of Investigation for the review and correction of false and misleading advertising as published in newspapers and magazines. In a series of court decisions, false and misleading advertising has been held to constitute unfair methods of competition which, under the Federal Trade Commission Act, the Commission is required to prevent.

For the prevention of false and misleading advertising by radio broadcast, the Commission's procedure is similar in principle to that utilized in the prevention of the same type of advertising in the periodical field.

The approach to the radio procedure is different to the degree that the two classes of media are different mechanically. Mainly, the radio procedure involves a continuous, systematic review of all commercial continuity. This material is sent to the Special Board of Investigation by individual stations four times a year, by national and regional networks each week, and by producers of electrical-transcription recordings each month.

During the fiscal year ended June 30, 1937, the Commission received copies of 439,393 commercial broadcasts by individual radio stations and 30,983 commercial broadcasts by networks, or chain originating key stations.

The combined material received furnishes representative and specific data on the character of current radio advertising which has proven of great value in the efforts to prevent false and misleading representations.

From data now accumulated as a result of the first three years' systematic review of radio advertising, the Commission is in a position to ascertain the sources of the more objectionable examples of broadcast advertising, and to take action where necessary.

Continuities are reviewed in the preliminary stage by a staff of carefully instructed examining clerks, whose duty is to sift out at the first stage the large mass of material, well over 80 per cent, which is obviously unobjectionable.

These examiners may be thought of as representing the collective intelligence and impressions of the radio listeners. They mark for further review by the Special Board of Investigation and their legal assistants, such statements and claims as may seem illogical, contrary to common sense or to common knowledge or belief, or adverse to established ethical practices; also assertions of certain types that the board has learned to doubt as a matter of course.

Upon further examination of a continuity, if it appears unobjectionable from a legal standpoint, it is filed without action.

If the advertising seems objectionable or of a doubtful character, a questionnaire is usually forwarded to such advertiser requesting information to aid the Commission in reaching a conclusion. Generally such questionnaire calls for formula, sample and follow-up literature. The formula and sample are as a rule submitted by the Commission to other appropriate agencies of the Government for tests and reports. The follow-up literature frequently contains false or misleading claims not appearing in the contact advertising or announcement.

In the event the data submitted, after its subjection to tests and analyses, appears to indicate that the radio advertiser is making misleading claims in violation of the law, an application for complaint against him is docketed; but before the issuance and service of such complaint, the Commission usually refers the matter back to the Special Board of

(*Please Turn to Page* 768)

Important 1937 Radio Patents

by

JOHN B. BRADY, Counsellor at Law

Washington, D. C.

Patent litigations, involving every major radio manufacturing concern in the United States, played an important role in the advancement of technical radio during the past year.

The major patent decision of the year was obtained by Western Electric Company, in a group of cases decided by the Court of Appeals for the Second Circuit, involving General Talking Pictures Corporation as defendants and in which the Court of Appeals held Arnold patents 1,329,283, 1,403,475, 1,448,550, and 1,465,332, valid and infringed. The suits also involved Mathes patent 1,426,754 and Lowenstein patent 1,231,764, which were held valid and infringed. The group of patents covered the impedance type of conductive coupling for amplifiers and amplifier circuits used widely in talking motion picture installations, public address systems and radio transmitting and receiving systems. The Supreme Court of the United States granted certiorari in the case and heard argument in December, 1937.

Hazeltine Corporation was active in litigation in suits filed against the General Electric Company in the United States District Court at Baltimore, Maryland, under Wheeler patent 1,951,685 on Peak Detector and 2,041,-273, for Amplifier Volume Control and also MacDonald patents, 2,022,514 and 1,913,604, for Wave Signaling Systems. Hazeltine Corporation sued Stewart-Warner Corporation under the Wheeler patents in the District Court for the Eastern District of Virginia. Suit was brought under the same Wheeler patents against Radio Corporation of America in the United States District Court for the District of Delaware.

The Dunmore and Lowell patent on the Alternating Current Operation of Power Speakers, was held valid and infringed as to nine claims by the United States District Court of the District of Maryland in a suit by P. D. Lowell, F. W. Dunmore et al vs. A. G. Triplett et al.

Radio Corporation of America obtained a decision involving DeForest Oscillator Patents 1,507,016 and 1,507,-017 in the Court of Appeals for the Second Circuit, in litigation involving F. A. Andrea et al.

Radio Corporation of America were very active in suits in the United States District Court for the Southern District of California, against Pathe Radio and Television Company, on Arnold patent 1,403,475, for Vacuum Tube Circuit; Wilson patent 1,403,932 for Electron Discharge Device; Lowenstein patent 1,618,017 for Wireless Telegraph Apparatus; Heising patent 1,936,162 for Transmission System; and Ballantine & Hull Reissue patent 18,579 for Demodulators and Method of Demodulation; DeForest patents 1,507,016 and 1,507,017 for Radio Signaling System; Lemmon patent 1,702,833 for Electrical Condenser; Round patent 1,811,095 for Thermionic Amplifier and Detector; Chamberlain patent 1,573,374 for Condenser; Kellogg patents 1,707,617 and 1,795,214 for Sound Reproducing Apparatus; and Rice & Kellogg patents 1,-728,879 and 1,894,197 for Amplifying System.

In the United States District Court for the Eastern District of New York, Radio Corporation of America pursued Universal Tube Manufacturing Corporation et al under Chamberlain patent 1,573,374 for Condenser; Kellogg patents 1,707,617, 1,795,214 for Sound Reproducing Apparatus; Rice & Kellogg patents 1,728,879, 1,894,197 for Amplifying System, and Sagle patent 2,052,-316 for the Slotted Plate Variable Con-

denser used for easy compensation of the several tuned stages of the high frequency amplifier of broadcast receivers. In the talking picture art, Radio Corporation of America litigated a number of its patents against R. M. Like et al and also against Balsley & Phillips, Inc., Ltd., in the United States District Court for the Southern District of California at Los Angeles. This litigation included the following patents: Langmuir patents 1,297,188, 1,313,094 for System for Amplifying Variable Currents; Moore patent 1,316,967 for Gaseous Conduction Lamp; Steiner patent 1,614,214 for Means for Supporting and Driving Films; Hoxie patents 1,646,249 for Narrow Light Aperture, and 1,756,863 for Method of Making Motion Pictures; Robinson patent 1,-854,159 for Sound Recording; and Heisler patent 1,920,789 for Film Driving Apparatus.

Montgomery Ward & Company was defendant in a suit brought by Condenser Development Corporation, which was appealed to the Second Circuit Court of Appeals under Cramer patent 1,800,719 for Electrical Condenser and Tompkins patent 1,932,328 for Condenser Frame Construction. Condenser Development Corporation also litigated these patents against Walgreen Company of New York and Davega City Radio, Inc., in the United States District Court for the Southern District of New York.

Amy, Aceves & King, Inc. sued Technical Appliance Corporation under patent 1,920,162, Amy & King, for Radio Aerial Attachment; patents 1,938,092, 1,976,910 and 2,002,844 for Radio Receiving Systems; and Reissue patent 19,854 for Duplex Radio Aerial System, in the United States District Court for the Southern District of New York.

The suit by Wired Radio, Inc. against Broadcast Station WFBE, Inc. was dismissed in the United States District Court for the Southern District of Ohio, Western Division. This litigation involved Crossley patent 1,901,735 for Piezo Electric Crystal System, and 1,627,958 for Radio Frequency Choke Coil System; Walker patent 1,831,151 for Temperature Control System for Frequency Determining Elements; Hund patents 1,822,928 for Piezo Electric Plate, and 1,649,828 for Method of Preparing Piezo Electric Plates.

Ruben Condenser Company was active in suits against Concourse Electric Company, Inc.; Polymet Manufacturing Corporation; R. H. Macy & Company; and Fischer Distributing Corporation, under Ruben Electrolytic Condenser patents 1,710,073 and 1,714,191.

(*Continued from Page* 766)

Investigation for the purpose of extending to the advertiser an opportunity to negotiate a settlement of the issues.

When the matter cannot be adjusted satisfactorily by correspondence, the advertiser is accorded the privilege of a personal conference with the Special Board, either with or without counsel, where he is allowed full opportunity to justify his claims.

If, upon due consideration, the Special Board is of the opinion that the respondent has not established the truth of his claims, he is offered the privilege of closing the matter by signing a stipulation whereby he agrees to discontinue making the assertions deemed misleading.

Where the respondent declines to stipulate, the case is reported by the board to the Commission, together with a stenographic transcript of the hearing, all exhibits, records and other evidence; whereupon the Commission, if it has reason to believe from the showing made that the advertiser has violated the law, issues a formal complaint against him, and he is given twenty days within which to file an answer, after which proof is taken before a trial examiner, briefs are filed by both sides, and the case is heard by the Commission and oral argument granted, if desired.

The decision of the Commission, when a cease and desist order is entered, is subject to review by the United States Circuit Courts of Appeals and may finally reach the Supreme Court of the United States. However, an overwhelming per cent of all advertising cases have been settled amicably, usually by stipulation as the result of the preliminary negotiations and without the issuance of formal complaint, and only a few are ever appealed from the Commission to the courts.



LOOKING AT RADIO

FROM THE

FINANCIAL SIDE



RADIO STOCKS IN 1937

NEW YORK STOCK EXCHANGE

Stock and Dividend Rate	*Approx. Sales*	*High*	*Date*	*Low*	*Date*	*Last*	*Net Change*
Am. Tel. & Tel. (9)	683,600	187	1-8	140	10-19	144½	— 40⅜
CBS "A" (1.95)	47,720	32	8-2	16¾	12-29	17	.....
CBS "B" (1.95)	20,600	31½	8-2	16⅜	12-28	16⅞	.....
Crosley Radio	135,500	28¾	1-15	6½	12-29	7½	— 18¾
Gen. Elec. (2.20)	3,491,700	64⅞	1-21	34	10-19	41⅛	— 13⅝
RCA Common (.20)	6,457,300	12¾	3-6	4¾	10-19	6⅛	— 5⅜
RCA 1st pfd. (3½)	198,800	80	1-15	44	12-28	46	— 32¾
RCA 2nd pfd. B (5)	2,700	115	11-5	96½	12-8	96½	— 11½
Stewart Warner (1)	448,300	21	2-11	5½	10-19	8¾	— 9
Westinghouse (6)	799,900	167⅝	1-22	87⅛	11-23	99½	— 48
Westinghouse pfd. (6)	5,700	170	1-22	113	10-18	133	— 19
Zenith (2)	554,000	43¾	8-31	11⅞	12-29	13½	— 20¾

NEW YORK CURB EXCHANGE

Hazeltine Corp. (3)	41,600	18½	7	15½	+ ¼
Majestic Radio	98,400	5⅜	⅞	1⅛	— 3⅛
Nat. Union Radio	192,300	3⅞	¾	13/16	— 5/16

OVER THE COUNTER

Stromberg Carlson	.....	21½	6	6¼	— 12¼

CORPORATE SUMMARIES

of Principal Radio and Affiliated Companies

AMERICAN TELEPHONE & TELEGRAPH CO.

American Telephone & Telegraph Co., as part of its vast communications business, owns and operates the toll lines which inter-connect 25 associated regional telephone companies and the wire and radio circuits which connect the Bell System with 68 foreign countries and ships at sea. Western Electric is its equipment division.

Valuable patents in the sound field also are held by A. T. & T., and the company in 1936 was granted permission for initial trial installation of coaxial cable between New York and Philadelphia. Experiments with this coaxial cable, which is expected to prove important in television, have been under way since the fall of 1936.

A. T. & T. was incorporated March 3, 1885, in New York State. Head office is at 195 Broadway, New York.

Capitalization consists of 25,000,000 shares of common stock.

Company's last balance sheet shows total assets of $3,117,689,577; current assets, $341,820,118; current liabilities, $195,587,088.

Walter S. Gifford is president.

Dividends are at the rate of $9 a year.

Company earned $12.57 in 1929, $9.22 in 1930, $8.93 in 1931, $7.82 in 1932, $7.37 in 1933, $6.52 in 1934, $6.74 in 1935, $9.36 in 1936, and is expected to show about $11 in 1937.

Stock of the company touched a high of 310¼ in 1929, and a low of 86 in 1933. The high for 1937 was 187, and the low, 140.

COLUMBIA BROADCASTING SYSTEM, INC.

Columbia Broadcasting System, Inc., New York, was incorporated Jan. 27, 1927, in New York State. Was originally owned jointly by William S. Paley, president, and Paramount-Publix Corp., which sold its interest in March, 1932, to Paley and associates.

Company's coast-to-coast network consists of more than 100 stations, including eight that are wholly owned and one under lease, while remainder are affiliates under contract.

Sale of time on the network accounts for over 90 per cent of the company's gross revenue, while the remainder comes from talent management and booking.

Experimental work in television is being conducted.

Company's two classes of stock, "A" and "B", which differ only as to voting rights (each class being represented by half the board of directors), were split two for one last year.

PRICE RANGE OF STOCKS**

	Class A		Class B		Earned	Divid.
Year	High	Low	High	Low	A & B	A & B
1937..	32	16¾	31½	16⅝	$2.20	$1.95
1936..	30¼	22½	29⅞	22½	2.21	1.65
1935..	24⅛	11½	24⅛	11¼	1.65	1.30
1934..	11	6⅜	11⅜	7⅛	1.34	.92
1933..	6	4⅝	5⅜	4⅝	.55	.27
1932..	7⅜	5⅜	....	....	.97	.27
1931..	....	....	....	....	1.24	.20
1930..	....	....	....	....	.56	....

** Adjusted on basis of 2-for-1 stock splitup in 1937.

CONSOLIDATED INCOME AND SURPLUS ACCOUNT

For the Fiscal Year (53 Weeks) Ending Jan. 2, 1937

Profit from operations for the fiscal year ending January 2, 1937, after provision for depreciation of $485,478.76	$4,354,746.31
Add—Other income including interest, discount, profit on sale of securities, dividends and miscellaneous (net)	144,236.81
	$4,498,983.12
Deduct—Provision for Federal income tax (including surtax on undistributed profits of $97,622.30)	743,460.13
Net Profit for the Period	$3,755,522.99
Earned surplus at December 28, 1935, $2,742,936.36; Add—Adjustment of depreciation approved by the Board of Directors resulting from a revision of rates by the Federal tax authorities, $230,955.11	2,973,891.47
	$6,729,414.46
Deduct—Dividends (cash)	2,812,705.50
Earned Surplus at January 2, 1937, per Balance Sheet	$3,916,708.96

1937 EARNINGS

Financial report for the year ended Jan. 1, 1938, to be mailed to stockholders in April, will show earnings of $4,297,600 (subject to audit now being made).

CONSOLIDATED BALANCE SHEET, JAN. 2, 1937

Assets

Current and Working Assets: Cash in banks and on hand	$1,663,669.12
U. S. Treasury notes (par value)	2,162,500.00
Notes and accounts receivable, less reserve (including $28,713 85 advances to officers and employees representing largely premiums regularly advanced by company under cooperative insurance plan)	2,385,858.47
Prepaid wire charges, insurance, taxes, etc.	463,604.09
Total Current and Working Assets	$6,675,631.68
Other accounts receivable	123,942.04
Investment in affiliated company	1,641.92
Deferred Charges	51,947.46
Fixed Assets: Land, buildings, equipment and improvements to leased premises, at cost, $4,982,724.05; Less—Reserve for depreciation and amortization, $1,958,398.56	3,024,325.49
Goodwill, representnig premiums paid for capital stocks of merged subsidiaries formerly consolidated	2,258,361.58
	$12,135,850.17

Liabilities

Current Liabilities: Accounts payable and sundry accruals	$2,086,659.77
Reserve for Federal income tax (including surtax on undistributed profits)	753,475.45
Mortgage instalments due within one year	3,900.00
Serial payments due January 2, 1938	260,416.75
Total Current Liabilities	$3,104,451.97
Deferred income	15,200.69
Mortgages payable (including $150,000 standing demand)	1,114,660.94
Serial payments due January 2, 1939	260,416.75
Reserve for contingencies	36,906.50
Capital and Surplus: Capital stock—$5 par value: authorized—750,000 shares each class A and B; issued—474,298 shares class A and 474,337 shares class B, $4,743,175; earned surplus, per statement attached, $3,916,708.96, total, $8,659,883.96; Less—1,425 shares class A and 94,875 shares class B in treasury reacquired at cost of, $1,055,670.64	7,604,213.32
	$12,135,850.17

CROSLEY RADIO CORP.

Crosley Radio Corp., Cincinnati, had its origin June 30, 1919, in Ohio, as Precision Equipment Co. Changed to present name in 1924 after purchase of company by Powel C. Crosley, Jr. In May, 1930, company bought the radio receiving set business of Amrad Corp.

Powel Crosley, Jr., is president-treasurer; Lewis M. Crosley, vice-president and general manager.

Business now includes the manufacture of radio receiving sets, loud speakers, refrigerators, coal stokers, washing machines, etc.

Owns and operates two Cincinnati stations, WLW and WSAI, as well as short wave station W8XAL. WLW holds the only 500,000-watt license from the FCC, which granted this power to Crosley for experimental and development purposes.

Capitalization of the company consists of 600,000 authorized shares of no par common stock, of which 545 800 shares are outstanding.

Total assets as of Jan. 1, 1937, were $8,142,088.

Current assets as of June 30, 1937, amounted to approximately $6,700,000 against current liabilities of approximately $1,060,000. There is no funded debt.

PRICE RANGE OF STOCK

Year	High	Low	Earned Per Sh.	Dividend
1937	28¾	6½	$ 40*	....
1936	35⅜	15⅝	2.27	$1.25
1935	19⅜	11¾	2.12	.25
1934	17½	8	1.64	....
1933	14¾	2	.76	....
1932	7¼	2½	.53D	....
1931	8¾	4½	.25D	....
1930	22	3¼	1.68D	.25
1929	62½	15	.80D	1.00 (+ 4% stock)

D—Deficit. * 6 months to June 30.

GENERAL ELECTRIC CO.

General Electric Co., Schenectady, N. Y., was formed in 1893. Its manufacturing business runs from home electrical appliances, incandescent bulbs and radio to heavier machinery and equipment for generating, transmitting and utilizing electric power.

Owen D. Young is chairman; Gerard Swope, president.

Company fathered the formation of Radio Corporation of America. It holds various licenses in the radio field.

Though bulk of its business is outside the realm of radio—about half of its 20 plants being devoted to making electric light bulbs, and much of the other activity being in the field of electrical machinery and appliances—the company has three of the country's leading radio stations (WGY, Schenectady; KGO, San Francisco, and KOA, Denver), which are managed and operated by National Broadcasting Co.; also short wave stations W2XAD and W2XAF in Schenectady, and will become an even more important factor in the broadcasting field through the construction started in November, 1937, of a powerful short-wave station in Belmont, Cal., and activity in the television field for which the company has asked FCC permission to build four experimental stations.

General Electric at the start of 1937 had total assets of $365,745,385; current assets of $178,625,074, and current liabilities of $29,840,512.

Company has no funded debt. Capitalization consists of an authorized 29,600,000 shares of no par common stock, of which 28,845,927 shares are outstanding.

PRICE RANGE OF STOCK

Year	High	Low	Earned Per Sh.	Dividend
1937	64⅞	34	$2.10 (Est.)	$2.20
1936	55	34½	1.52	1.70
1935	40⅞	20½	.97	.65
1934	25¼	16⅞	.59	.55
1933	30¼	10½	.38	.40
1932	26⅛	8⅛	.41	.85
1931	54¾	22⅞	1.33	1.60
1930	95⅜	41½	1.90	1.60
1929*	403	168⅛	8.96	6.00

* Before 4-for-1 split up.

HAZELTINE CORP.

Hazeltine Corp., with executive offices at 15 Exchange Place, Jersey City, N. J., was incorporated Feb. 1, 1924, in Delaware.

Edgar Rickard is chairman and president; Jack Binns, vice-president-treasurer; W. A. MacDonald, vice-president-chief engineer.

Company is sole owner of "Neutrodyne," "Neutrodon" and "Neutroformer" radio trade marks, and all U. S. and foreign letter patents pertaining to the "Neutrodyne" principle.

Hazeltine has the right to grant licenses under approximately 400 U. S. letter patents and pending applications useful in the designs of radio receiving sets.

Income is derived from royalties from licensed manufacturers in this country and abroad. Company cooperates with its licensees in research work and laboratory experiments.

In December, 1937, RCA entered into agreements with Hazeltine Corp. whereby the former acquired simple non-exclusive licenses in all radio fields under the Hazeltine patents. These agreements terminated long pending litigation between the parties.

Capitalization of the company consists of an authorized 300,000 shares of no par common stock, of which 175,000 shares are outstanding.

Total assets as of Jan. 1, 1937, amounted to $2,201,892. Current assets were $1,500,346, and current liabilities $108,481. There was no funded debt. Net profit for 1937 was $594,293.

PRICE RANGE OF STOCK

Year	High	Low	Earned Per Sh.	Dividend
1937	18½	7	$3.14	$3.00
1936	19	10¼	2.05	3.00
1935	13	7	1.05	1.75
1934	12¼	3	2.88	2.87½
1933	6¾	1½	1.05D	....
1932	7½	2⅜	1.67D	.12½
1931	23½	6	1.01D	1.50
1930	35	13⅝	2.27	1.75
1929	70⅞	14¼	1.38	1.00

D—Deficit.

MAJESTIC RADIO & TELEVISION CORP.

Majestic Radio & Television Corp., Chicago and New York, was incorporated Sept. 23, 1936, in Delaware, and acquired the business of Davega Stores Corp. and the interest formerly of Grisgby-Grunow Co. in trademarks, patents, etc.

N. L. Cohn is president; H. M. Stein, vice-president and treasurer.

Company manufactures radios, licensed under RCA and Hazeltine patents.

Capitalization consists of 1,000,000 authorized shares of common stock, $1 par value, of which 350,000 shares are outstanding.

Total assets, in balance sheet of May 31, 1937, were $699,194. Current assets, $633,929; current liabilities, $47,192. There is no funded debt. No dividends paid to date.

PRICE RANGE OF STOCK

Year	High	Low	Earned Per Sh.	Dividend
1937	5⅜	⅞	$.13D	....
1936	4¾	4¼	....	....

D—Deficit, period Sept. 23, 1936, to May 31,

NATIONAL UNION RADIO CORP.

National Union Radio Corp., New York, was incorporated Aug. 21, 1929, in Delaware to acquire business of Sonatro Tube Co., Televocal Corp., and Magnation Corp. Sylvester W. Muldowny, chairman; H. R. Peters, president; Dr. R. E. Myers, vice-president.

Company is engaged in the radio tube and parts industry and has three wholly-owned subsidiaries, National Union Radio Corp. of New York (N. Y. corporation), Favisa Holding Corp. (New Jersey corporation) and Sonatron Tube Co. (Delaware corporation).

Research work has been conducted by the company in the development of cathode ray and other tubes necessary for television work, as well as on other commercial products closely allied to the tube industry, and progress is reported.

Total assets of the company, as shown in balance sheet for the year ended April 30, 1937, amounted to $1,788,335. There were current assets of $977,124, against current liabilities of $593,512. There is no funded debt.

Capitalization consists of 250,000 shares of authorized and issued convertible preferred stock of $1 par value, and 1,000,000 shares of $1 par common stock, of which 463,953 shares are outstanding.

Sears, Roebuck & Co. was granted an option Dec. 30, 1934, expiring Feb. 28, 1938, for the purchase of 50,000 shares of common stock at $2.50 a share.

Net profit of $101,023 was reported for the year ended April 30, 1937.

No dividends have been paid.

PRICE RANGE OF STOCK

Year	High	Low	Earned Per Sh.	Dividend
1937	3⅞	¾	$.10	....
1936	2	9-16	.33D	....
1935	1⅛	¼	.34	....
1934	1⅜	½	.34	....
1933	2½	⅜	.64	....
1932	1⅛	¼	.03	....
1931	5¼	¾	.06	....
1930	10¼	1⅛	....	....
1929	42⅞	2¼	....	....

D—Deficit.

RADIO CORPORATION OF AMERICA

Radio Corporation of America, a holding company, RCA Building, 30 Rockefeller Plaza, New York, was incorporated Oct. 17, 1919, in Delaware. Units in the RCA family include RCA Manufacturing Co., National Broadcasting Co. (which contributes most of parent company's earnings), RCA Communications, Radiomarine Corp. of America and RCA Institutes.

James G. Harbord is chairman; David Sarnoff, president.

Parent company was organized by General Electric Co. Acquired stations of Marconi Wireless Tel. Co. of America. Owns numerous patents upon which royalties are collected from manufacturers. In October, 1928, company received 500,000 shares of Class "B" stock of Radio-Keith-Orpheum Corp. in return for use of Photophone and for contract under which National Broadcasting Co., affiliated with Radio Corp., will broadcast R-K-O programs. Owns Radio-Victor Corp., of America. Affiliated with General Motors and Westinghouse Electric in a new radio manufacturing company formed in September, 1929. In January, 1932, increased its controlling interest in RKO to about 70 per cent.

In October, 1935, sold part of its controlling interest in RKO, and gave option on balance, to Atlas Corp. and Lehman Bros. Also sold out its interest in Electrical and Musical Industries, London, to a British group. Sells motion picture sound equipment to film producers and theaters.

Dividends: First common dividend, 20 cents a share, paid Dec. 21, 1937. Also paid up the arrears on Class "B" preferred, which is being retired; $3.50 annually on 1st pfd.

PRICE RANGE OF STOCK

Year	Common High	Common Low	Earned Per Sh.	Dividend
1937	12¾	4¾	$.41½	$.20
1936	14¼	9¾	.21	....
1935	13⅜	4	.01D	....
1934	9⅛	4½	.10	....
1933	12¼	3	.47D	....
1932	13½	2½	.49D	....
1931	27½	5⅛	.34D	....
1930	69⅜	11⅜	.02	....
1929	114¾	26	1.59	....
	Old Common			
1929	549	333	....	....
1928	420	85¼	15.98	....
	1st Preferred			
1937	80	44	3 50**	$3.50

** Dividend rate.

CONSOLIDATED STATEMENT OF INCOME AND EARNED SURPLUS

For Year Ended Dec. 31, 1936

Gross income	$101,186,309.90
Less—Cost of sales, general operating, development, selling and administrative expenses	89,722,150.68
Net Income for the Year (before Interest, Depreciation, Amortization of Patents, Goodwill and Federal Income Taxes)	$11,464,159.22
Deduct—Interest, depreciation, amortization of patents, amortization of goodwill, and provision for Federal income taxes	5,308,222.50
Net Profit for the, Year, Transferred to Earned Surplus	$6,155,936.72
Earned surplus at December 31, 1935	12,401,099.46
	$18,557,036.18
Deduct—Preferred dividends	3,222,387.26
Earned Surplus at December 31, 1936	$15,334,648.92

INCOME FOR 1937

Though annual report of RCA will not be available until the stockholders' meeting April 5, the following statement was issued Feb. 9 by David Sarnoff:

	Estimated for 1937	Actual for 1936	Percentage Increase
Gross Income: (From all sources)	$112,650,000	$101,186,300	11
Net Income: (Before the following deductions)	$15,400,000	$11,464,100	34
Deductions: Provision for Federal income taxes	$2,100,000	$1,137,100	85
Interest, depreciation, amortization of patents and goodwill	$4,300,000	$4,171,100	3
Total deductions	$6,400,000	$5,308,200	21
Net Profit	$9,000,000	$6,155,900	46

CONSOLIDATED BALANCE SHEET, JAN. 1, 1937

Assets

Current Assets: Cash in banks and on hand	$14,657,406.67
U. S. Government and other marketable securities, at cost (December 31, 1936 market value in excess of cost)	90,720.66
Notes and accounts receivable (less reserves of $1,886,942.37)	12,434,670.15
Inventories (at the lower of cost or market)	11,526,974.53
Total Current Assets	$38,709,772.01

Notes and accounts receivable maturing after 1937	981,750.61
Investments: Radio-Keith-Orpheum Corp., $7,215,747; sundry investments in and advances to associated and other companies, at cost (less reserve of $3,363,147.76), $2,019,075.28	9,234,822.28
Fixed Assets: Factories, radio communication and broadcasting stations, warehouses, service shops, offices, etc.—land, buildings and equipment, at cost, $82,405,506.30; Less—Reserve for depreciation and write-down of fixed assets, $53,193,667.30, total, $29,211,839; patents, contracts and goodwill, $16,136,592.15; Less—Reserve for patents, $7,563,473.97, total, $8,573,118.18	37,784,957.18
Deferred Charges: Development—television field test, $595,989.83; taxes, insurance—paid in advance, etc., $442,763.99, total	1,038,753.82
Total Assets	$87,750,055.90

Liabilities and Capital

Current Liabilities: Accounts payable and accruals	$10,319,059.05
Mortgage on real estate on Broad Street, New York City, called for redemption February 1, 1937	875,000.00
Note payable (non-interest bearing, due November, 1937)	530,463.00
Total Current Liabilities	$11,724,522.05
Other Liabilities: Notes payable to banks, due April 8, 1941, $10,000,000; notes payable to others (serial notes payable in eleven annual installments), $507,194.40, total,	10,507,194.40
Reserve for contingencies	2,749,746.88
General reserve (changes during the year are referred to in note below)	4,750,707.37
Capital Stock: $3.50 cumulative convertible first preferred no par value, redemption value $100 per share; Authorized—920,300 shares; Issued—899,092.8 shares, $14,546,096.49; "B" preferred cumulative $5 dividend no par value, redemption value $100 per share (unconverted under recapitalization plan approved by stockholders April 7, 1936), 17,653 shares, $378,027.79; common, no par value—Authorized—18,500,000 shares; Issued—13,879,556 shares, $27,759,112, total	42,683,236.28
Earned surplus	15,334,648.92
Total Liabilities and Capital	$87,750,055.90
Contingent Liability: Customers' notes receivable of subsidiary company discounted, $25,581.32	

STEWART-WARNER CORP.

Stewart-Warner Corp., Chicago, originally organized in 1905 as a supplier of parts to car factories, now also manufactures an extensive line of home and auto radios, along with refrigerators, speedometers, Alemite fittings, etc.

James S. Knowlson is chairman of the board; J. E. Otis, Jr., president and general manager.

Company has no funded debt. Capitalization consists of 2,000,000 shares (authorized) of $5 par value common stock, of which approximately 1,242,000 are currently outstanding.

Total assets at beginning of 1937 were $18,068,201; current assets, $10,052,675, and current liabilities, $2,947,721.

Earnings for 1937 are estimated at $2.00 a share, compared to $1.70 in 1936; $1.39 in 1935; 46 cents in 1934, and deficits in the three preceding years.

Dividends: $1 a share in 1936 and 1937; 50 cents a share in 1935.

STROMBERG-CARLSON TELEPHONE MFG. CO.

Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y., was chartered June 17, 1914, in New York State. W. M. Angle is president; George A. Scoville, vice-president and general manager. Company manufactures telephone and radio equipment, with subsidiary companies in Canada and Australia, and also is sole owner and operator of WHAM, an NBC affiliate in Rochester.

About 60 per cent of the company's sales are in the radio field, including equipment and high quality receiving sets. Firm is licensed under patents held by RCA, General Electric, Westinghouse Electric, American Telephone & Telegraph and Hazeltine Corp.

At the start of 1937, company had total assets of $5,955,929, with current assets of $3,043,002 and current liabilities of $827,601.

Company has no funded debt, and capitalization consists of an authorized 15,000 shares of 6½ per cent preferred stock of $100 par value, of which 9,768 shares are outstanding, and authorized 320,000 shares of no par common stock of $10 a share fixed value, of which 273,280 shares are outstanding.

Stock is not listed on New York Stock Exchange or the Curb, but is dealt in over the counter. Common share earnings for 1937 are estimated at $1.70 a share, against 63 cents in 1936, deficits in the five preceding years, and profit of $2.21 in 1930 and $3.74 in 1929.

WARNER BROS. PICTURES, INC.

(Transamerican Broadcasting & Television Corp.)

Though essentially a motion picture organization, Warner Bros. stepped rather prominently into the radio field the past year when it became known, through Securities & Exchange Commission registration, that the film company held a 65 per cent controlling interest in Transamerican Broadcasting & Television Corp., station representative and program production firm.

Following this, at the year-end, Warners took another radio step in a deal involving control of Muzak Corp. (wired radio). Muzak has been held by Wired Radio, Inc., a subsidiary of the big utility holding unit, North American Co. It is the plan of Warners to launch Muzak on a nation-wide scale. The service supplies music by wire 24 hours daily to any establishment or home having a telephone or electric lights. Muzak also is regarded in some quarters as a step toward television transmitted by wire.

Other Warner Bros. radio interests include ownership of KFWB, Hollywood. President is Harry M. Warner, while Herman Starr is vice-president looking after the radio and music interests.

WESTINGHOUSE ELECTRIC & MANUFACTURING CO.

Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa., was incorporated April 9, 1872, in Pennsylvania. It is the oldest of the major electrical equipment manufacturers.

A. W. Robertson is chairman; F. A. Merrick, president; Walter C. Evans, manager of radio division.

Company was the pioneer in radio broadcasting as it is known today, having placed KDKA, Pittsburgh, in such service on Nov. 2, 1920. Westinghouse also owns and operates (with programs supplied by NBC), WBZ, Boston; WBZA, Springfield, Mass.; KYW, Philadelphia, and WOWO-WGL, Fort Wayne, Ind., in addition to short wave stations W8XK and W1XK.

Cross-license agreements and holdings in RCA held by Westinghouse and General Electric were ruled in restraint of trade in 1932, and company signed consent decree disposing of holdings. Decree permits Westinghouse to manufacture and sell radio equipment under its own patents and those of RCA.

Bulk of Westinghouse business is in the general electrical field, including household appliances, transportation and other heavy electrical equipment.

Capitalization consists of 80,000 authorized shares of $50 par value 7 per cent cumulative participating preferred stock, practically all outstanding, and 3,920,000 authorized shares of $50 par value common stock, of which 2,588,000 shares are outstanding.

Company has current assets of approximately $111,930,000, against current liabilities of about $15,300,000, and no funded debt.

PRICE RANGE OF STOCKS

PREFERRED

Year	High	Low	Earned Per Sh.	Dividend
1937	170	113	$209.00*	$6.00
1936	160	123½	188.81	5.50
1935	126	90	149.27	....
1934	95	82	2.27	3.50
1933	96	60½	108.99	....
1932	82	52½	107.73	3.50
1931	119½	60¼	37.93	3.87½
1930	193¾	107⅝	148.57	5.00
1929	284	103	388.39	4.00

COMMON

Year	High	Low	Earned Per Sh.	Dividend
1937	167⅝	87⅛	$6.35*	$6.00
1936	153½	94½	5.67	5.50
1935	98¾	32⅝	4.48	1.00
1934	47¼	27⅞	.04D	....
1933	58¾	19⅜	3.37D	....
1932	43½	15⅝	3.44D	.87½
1931	107¾	22½	1.28D	3.87½
1930	201	88⅛	4.46	5.00
1929	292⅝	100	10.12	4.00

D—Deficit. * 9 months.

ZENITH RADIO CORPORATION

Zenith Radio Corporation, Chicago, a leading manufacturer and seller of radio receiving sets, was organized and incorporated July 5, 1923, in Illinois. Has been actively engaged in development of radio sets, and in 1937 amended its charter to permit experiments in television.

Company has no funded debt. Capitalization is 492,464 shares of no par value common stock.

Commander E. F. McDonald, Jr., is president and general manager.

PRICE RANGE OF STOCK

Year	High	Low	Earned Per Sh.	Dividend
1937	43¾	11⅞	$3.87	$2.00
1936	42⅜	11⅛	2.46	....
1935	14¾	1¼	.02	....
1934	4¾	1½	.10	....
1933	5	½	1.18D	....
1932	2	½	.80D	....
1931	5¼	⅝	.97D	....
1930	15¾	2	.65D	....
1929	61¾	6⅜	2.77	2.00

D—Deficit.

CONDENSED BALANCE SHEET POSITION

As of April 30, 1937

Current assets, $4,980,000.
Current liabilities, $2,400,000.
Net working capital, $2,580,000.
Operating income for year ended April 30, 1937, $2,787,000.
Net income, $1,904,000.
Cash items, $2,866,000.
Inventories, $1,510,000.
Receivables, $604,000.

A PRACTICAL MANUAL OF

STANDARDS OF PRACTICE

FOR RADIO STATIONS



The following manual, compiled by The Milwaukee Journal, owner and operator of WTMJ, was designed to cope with the problems peculiar to that station, and all of the regulations, etc., do not necessarily fit every station throughout the country. The standards adopted by WTMJ cover so many problems encountered at the big majority of stations, however, that the manual is reprinted by special permission for the assistance of other stations in connection with their own standards of practice.

Introduction

Questions regarding these Standards of Practice should immediately be discussed with department heads in order to avoid future difficulties.

WTMJ operations are set up on the following basis. Under the Station Manager there are five departments, each with its supervisory head:

ASSISTANT MANAGER

Responsible for commercial programs from the time the continuity reaches his office until the program is off the air . . . production of the Station's public service, educational, stunt and sustaining programs . . . supervision of the announcing and program office staffs.

COMMERCIAL MANAGER

Responsible for the supervision of the Sales and Contract Department staffs . . . the contact with the Petry offices.

MUSICAL DIRECTOR

Responsible for the supervision of the musical and library staffs . . . maintaining the Station's quality of music other than that coming from the networks . . . the building and production of musical programs in accordance with these Standards of Practice . . . copy clearance . . . manufacturing and A. F. of M. clearance on electrical transcriptions.

TECHNICAL DIRECTOR

Responsible for all technical operations, i.e., transmitter, studio, short wave pick up, and experimental.

CONTINUITY DIRECTOR

Responsible for all commercial continuity.

EMPLOYMENT POLICY FOR ANNOUNCERS

This statement, renewing and broadening terms of employment in the Radio Department, supersedes the statement posted April 1, 1936. These terms will apply for not less than one year and thereafter as long as economic conditions permit.

Hours

Forty hours will constitute a week's work for all employees other than executives, department heads, and assistants.

Salary Schedule

Announcers will be paid not less than $25 per week during the first year, $30 per week during the second year, $35 per week during the third year, $40 per week during the fourth year, $45 per week during the fifth year, $50 per week during the sixth year and thereafter.

Senior clerks will be paid not less than $25 per week. Junior clerks will be paid not less than $20 per week. Messengers will be paid not less than $15 per week.

Overtime

Rates of pay will be on a per hour basis and all employees who work more than the scheduled number of hours will be compensated at the rate of time and one-half for overtime, either by extra pay or time off, at the option of the Management. Compensation for overtime worked during each quarterly period of the calendar year, if not made currently, will be made not later than the end of the succeeding quarterly period. Time off will be in units of not less than one day, except by request of employees, when it may be granted in shorter or longer period if not inconsistent with office requirements.

Vacations

Two weeks' vacation with pay will be granted all employees who have been regularly employed for more than one year. One week's vacation with pay will be granted all employes who have been regularly employed for more than six months and less than one year.

Sick Leave

Sick leave with pay will be granted all employees, the duration of such benefits to be determined by the Management.

Dismissal Bonus

Employees who are dismissed for causes beyond their control will be granted a dismissal bonus of one week's pay at current rates for each six months' period of continuous service, up to a maximum of fourteen weeks' pay.

* * *

As heretofore, any individual employee, or group of employees, acting in their own interests, or as designated representatives of other employees, are at liberty to consult with the Management at any time regarding terms or conditions of employment whether or not covered in this policy announcement.

EMPLOYMENT POLICY FOR OPERATORS

This statement, renewing and broadening terms of employment in the Radio Department, supersedes the statement posted April 1, 1936. These terms will apply for not less than one year and thereafter as long as economic conditions permit.

Hours

Forty hours will constitute a week's work for all employees other than executives, department heads, and assistants.

Salary Schedule

Apprentice operators will be paid not less than $20 per week during the first year and $25 per week during the second year. Experienced operators (not less than two years) will be paid $30 per week during the first year, $35 per week during the second year, $40 per week during the third year, $45 per week during the fourth year and thereafter.

Senior clerks will be paid not less than $25 per week. Junior clerks will be paid not less than $20 per week. Messengers will be paid not less than $15 per week.

Overtime

Rates of pay will be on a per hour basis and all employees who work more than the scheduled number of hours will be compensated at the rate of time and one-half for overtime, either by extra pay or time off at the option of the Management. Compensation for overtime worked during each quarterly period of the calendar year, if not made currently, will be made not later than the end of the succeeding quarterly period. Time off will be in units of not less than one day, except by request of employees when it may be granted in shorter or longer periods if not inconsistent with office requirements.

Vacations

Two weeks' vacation with pay will be granted all employees who have been regularly employed for more than one year. One week's vacation with pay will be granted all employees who have been regularly employed for more than six months and less than one year.

Sick Leave

Sick leave with pay will be granted all employees, the duration of such benefits to be determined by the Management.

Dismissal Bonus

Employees who are dismissed for causes beyond their control will be granted a dismissal bonus of one week's pay at current rates for each six months'

period of continuous service, up to a maximum of fourteen weeks' pay.

* * *

As heretofore, any individual employee, or group of employees, acting in their own interests, or as designated representatives of other employees, are at liberty to consult with the Management at any time regarding terms or conditions of employment whether or not covered in this policy announcement.

EMPLOYMENT POLICY FOR SALESMEN

This statement, renewing and broadening terms of employment in the Radio Department supersedes the statement posted April 1, 1936. These terms will apply for not less than one year and thereafter as long as economic conditions permit.

Hours

Forty hours will constitute a week's work for all employees other than executives, department heads and assistants.

Commission Schedule

The following rates of commission will be paid to WTMJ salesmen effective July 1:

On all new business or renewal contracts dated July 1, or thereafter,

Sales commission 6%
Servicing commission 4%
Live talent sales commission.....10%
Transcription talent sales commission 5%

Salesmen dismissed for cause, or leaving the employment of the station will receive the 6% sales commission to the expiration of the contracts as of the record on the day of dismissal or resignation, with the 4% service commission to be retained by the Company or turned over to the salesman to whom the account is assigned for servicing.

Senior clerks will be paid not less than $25 per week. Junior clerks will be paid not less than $20 per week. Messengers will be paid not less than $15 per week.

Overtime

Rates of pay will be on a per hour basis and all employees who work more than the scheduled number of hours will be compensated at the rate of time and one-half for overtime, either by extra pay or time off at the option of Management. Compensation for overtime worked each quarterly period of the calendar year, if not made currently, will be made not later than the end of the succeeding quarterly period. Time off will be in units of not less than one day, except by request of employes when it may be granted in shorter or longer periods if not inconsistent with office requirements.

Vacations

Two weeks' vacation with pay will be granted all employees who have been regularly employed for more than one year. One week's vacation with pay will be granted all employees who have been regularly employed for more than six months and less than one year.

Sick Leave

Sick leave with pay will be granted all employees, the duration of such benefits to be determined by the Management.

Dismissal Bonus

Employees who are dismissed for causes beyond their control will be granted a dismissal bonus of one week's pay at current rates for each six months' period of continuous service, up to a maximum of fourteen weeks' pay.

* * *

As heretofore, any individual employee, or group of employees, acting in their own interests, or as designated representatives of other employees, are at liberty to consult with the Management at any time regarding terms or conditions of employment, whether or not covered in this policy announcement.

GENERAL STANDARDS OF PRACTICE

Personal Conduct

Radio personnel is constantly subject to the public scrutiny. Therefore, decorous conduct is paramount at all times.

Reporting for Duty

All members of the staff are expected to report for duty when called in accordance with departmental notices. Sickness or inability to report due to some emergency must be reported to the department head in sufficient time to allow satisfactory substitutes to be called.

F. C. C. Rules

All staff members are expected to be fully acquainted with the rules and regulations of the Federal Communications Commission, particularly those affecting their branch of the work. And each individual will be held responsible for the complete compliance with such rules and regulations affecting his work while on duty.

Responsibility for Assigned Duties

The operator, announcer, musical director, or production man (if any) assigned to any program, including station breaks, dramatized announcements,

etc., will be held completely responsible for duties assigned in accordance with these Standards of Practice. It is the definite duty of each individual to check up on details for which he is to be responsible sufficiently in advance of the scheduled program time to permit corrections and adjustments to be made.

Conflict in Schedules

In the event there exists a conflict in schedules, the Master Log is to be followed.

Interdepartmental Discussions

Any differences arising between members of various departments due to individual interpretations of rules and regulations are not to be discussed or argued about among staff members, especially not in the presence or hearing of talent, guests or clients.

Closing Doors

Air conditioning can only function properly with the proper cooperation of the members of the staff in keeping doors closed.

Union Business

Business pertaining to unions is not to be discussed on Company premises or during Company time without Management's OK.

Studio Guests

Studio guests are guests of The Journal Company. Programs in which studio guests will be permitted are designated by Management and the list is at all times on file. The announcer on duty is delegated to represent the Company as host to such guests and is expected to do everything within his power to make them comfortable and to treat them in a courteous manner. It is the province of the announcer on duty to see that such guests are properly escorted to and from the studios. In connection with programs not permitting studio guests, audition rooms are available for emergency use. These rooms are available at all times for the use of personal friends of the staff.

Relief Duty

Provision must at all times be made in all departments for some one to be on duty at all times during recognized office hours. Insofar as this affects clerical help, the sole responsibility for the proper functioning in the program departments shall rest with the Assistant Manager, and in the third floor offices, with the Manager's secretary.

Arrangements (in all departments except operating) for time off and overtime, as well as vacations, must be reported to the Manager's secretary in order that proper compliance with Company policies may be adhered to.

Vacations—Talent

All Milwaukee Journal or WTMJ staff members whose services are sold as talent for which services they receive remuneration over and above their regular salary, must agree that performance of such work shall not be interefered with due to vacations to which they are entitled as employees of the paper or the station. Absence from such programs will only be countenanced if agreeable with the advertiser. Requests to advertisers and agencies for such absence shall be made by Management, and shall not be made direct with the advertiser or agency by the talent.

Electrical Transcription Announcements

The station adheres to the regulations of the FCC regarding the announcement of electrical transcriptions. Electrical transcriptions of 15 minutes or longer shall be announced at the beginning and at the end. One of a duration longer than 15 minutes shall be announced at the beginning, at each 15 minute interval, and at the conclusion. The only exception to this regulation is a transcription consisting of a single continuous uninterrupted speech, symphony, play, concert, or operatic production of longer duration than 15 minutes. In this latter connection Management's OK must appear on the continuity.

An electrical transcription not in excess of five minutes is to be announced only preceding its use.

No announcement is required for electrically transcribed background music, sound effects, or theme music.

Electrical transcriptions are announced as "an electrical transcription," "electrically transcribed," or "from our transcribed library."

Phonograph Record Announcements

All regulations applying to electrical transcriptions apply to phonograph records. These records are announced as "a record," "a recording," "a recorded program," or "a phonograph record."

In the event proper credit is not included in the continuity, announcers will be held responsible for its inclusion.

Direct Communication

Direct communication is prohibited by law. Such statements as "Mrs. Jones, we thank you for your letter" or "In reply to your letter, Mrs. Jones," etc., are out. Where reference must be made, it is to be put in the third person. For instance, "Mrs. Jones has written and

says . . . for which we thank Mrs. Jones."

Lottery

The station does not permit the broadcasting of names of prize winners, of details of, or reference to, any lottery or other contest except those requiring skill. This includes Bingo, Lotto, etc.

Liquor

No time will be sold for the purpose of advertising liquor (beer and light wines excepted). Taverns, night clubs, hotels, etc., purchasing time, may mention that liquor drinks are available, but the brand name must not be mentioned. Copy of the latter type must be OK'd by Management.

Mechanical Apparatus—Handling of

No one other than a broadcast technician or apprentice technician shall move, place, handle, or adjust any microphone or any other device to pick up sound or vision while such equipment is being used in the operation of the station, except that this shall not prevent announcers or talent from using portable microphones necessary because of following action.

Studio Setup

WTMJ studios were built according to accepted standards. Except at the request and with the OK of the Musical Director, setups are to have the musicians at the control room end with the pickup at the opposite end. The use of studios "sideways" is not to be permitted.

Changing Musical Numbers

No musical numbers are to be changed from the program OK'd by the Musical Director. Musical numbers may be dropped, but no substitutions made. Musical numbers not used should be crossed off. Those used should not be disturbed.

Copyright Clearance

Every musical number presented by the Station must be cleared for copyright performance.

Electrical Transcription Clearance

Electrical transcriptions must be cleared for

1. Manufacturer's right.
2. Copyright.
3. A. F. of M. license.

Such clearance, on tailormade transcriptions is to be by a sticker with the Musical Director's OK. On library and phonograph records, such clearance will be by OK on program sheets.

Phonograph Record Use

WTMJ does not permit the use of phonograph records for either sustaining or commercial use between 9:00 a.m. and midnight daily, and between noon and midnight Sundays, except in the case of the German Hour.

At no time are records permitted in commercial programs other than participating programs.

Requests

Requests are not permitted except on specified programs, the list of which is available from Management.

Record Cutting for filing

WTMJ will cut one recording for any advertiser as a check on his program without cost. Succeeding recordings of 15 minutes or less will be billed at the actual cost of $5.75.

Use of Organ

The use of the organ on commercial programs is limited to theme and background music.

Special Deals

Rates on the rate card are the only ones in effect. Any new rates established with Management's OK must be published.

Validating Contracts

Contracts must be validated within 30 days of date. Blanket contracts with out 30 day validation by use of a rateholder must not be accepted.

Contract Year

The contract year, irrespective of the date of the contract, runs one year from date of first broadcast not one year from date of issuance of contract.

Contracts—First Broadcast

Contracts for announcements must be in the office in sufficient time to permit credit OK together with final OK'd copy not later than noon of day preceding first broadcast; Saturday, Sunday, and Monday copy must be in by Friday noon.

Contracts for programs must be in the office in sufficient time to permit credit OK not later than noon the second day preceding date of first broadcast.

Copy Deadline

OK'd commercial copy must be received by the Continuity Department not later than noon the day preceding broadcast, or by Friday noon for Saturday, Sunday and Monday broadcasts.

The Continuity Department must have all copy in the Program Office by 3:00 P.M. of the day preceding date of broadcast, or by 3:00 P.M. on Friday for Saturday, Sunday, and Monday broadcasts.

Medical Accounts

The following will maintain regarding medical and semi-medical accounts:

1. The advertiser must agree that copy will be in this office two weeks in advance of broadcast date.

2. The advertiser must agree that we reserve the right to make such changes in the copy as will cause it to conform to the suggestions of the authorities to whom it is submitted.

3. The advertiser must agree that repeated violations of good taste and of compliance with our suggestions are cause for cancellation on our part without our sacrificing the short rate.

Number of Continuity Copies

Agencies must supply sufficient copies of continuity to put their program on the air. This is a minimum of three copies for transcription programs of simple studio musical programs, with additional copies for characters, sound effect men, musical director, and others indicated by scripts.

Spot Announcements—News Broadcasts

50 and 100 word spots will be permitted before and after news, when news is not sponsored. Such contracts must definitely state that if that particular period of news becomes sponsored, the advertiser's spot will be moved.

Spot Announcements—Station breaks at Rate Change Periods

All station breaks scheduled between rate change times will take the lower rate. In this connection, where one minute announcements or electrical transcriptions are scheduled at rate change times, the higher rate must be arranged for, and if, because of some delay, the announcement runs into the low rate, the low rate automatically, for that particular broadcast, will be charged instead of the high rate.

In no instance where provision allows for a one minute electrical transcription will we permit the advertiser to schedule such a transcription one minute later just because the low rate starts then.

Moving Programs

Where programs, station breaks, or announcements are shifted for the Station's convenience due to special events, etc., the lowest rate applies; viz. if an advertiser is using time in a low rate bracket and we must move him into a higher rate bracket, the lower rate applies. If his program is in the high rate bracket, and we move him to a low bracket, the low rate applies. This rule does not apply where such shifts are on a permanent basis.

Transcription Program Procedure

Immediately upon the signing of a contract involving tailormade transcriptions, the Commercial Manager is to notify the Musical Director giving the name of the program, the name of the advertiser and agency, and if possible, the manufacturer of the transcription. Such information is not to be withheld until the written program order is made out or until it appears on the commercial sheets, but it is to be conveyed to the Musical Director as soon after signing of the contract as the required information is received.

New Program Procedure

The Sales Department, upon the signing of a contract involving programs, is to immediately notify the Program Department of such sale and starting date. Such notice is not to wait until the information appears on the commercial sheets or is conveyed through the mail by the Commercial Program Time Advice.

Emergency Program Procedure

Where, due to emergency, announcements or programs are accepted after the deadline, the Sales Department must contact the Program Department personally or by telephone, immediately upon the decision to accept such business in order that the latter may proceed with the necessary corrections in program logs.

Dealer Mention

The following policy will maintain with regard to the number of dealers' names mentioned on a program:

Limit for programs up to 15 minutes in length—3 dealers.

Limit for programs up to 30 minutes in length—5 dealers.

Limit for programs up to 60 minutes in length—8 dealers.

Copy Ethics

WTMJ does not permit—

Mention of comparative prices.

Exaggerated statements and claims.

Disparagement of competitors' products or services.

"Free" offers.

The station at all times reserves the right to revise copy to comply with recommendations of the Better Business Bureau, the Proprietary Association, the Federal Trade Commission, the Pure Food Administration or any other government bureau.

Commercial Copy Limits

5	minutes	150 words
15	minutes	300 "
30	minutes	500 "
60	minutes	750 "

These limitations are exclusive of opening and closing identifications which must be kept as brief as possible.

Where the above quota is incorporated in an electrical transcription, no additional local announcement will be permitted.

Where the above quota is exceeded on an electrical transcription, Management's OK is required.

The first time copy runs over the prescribed limit, such copy will be run provided the overage is not more than 10%. The Continuity Director will inform the Commercial Manager of such occurrences promptly and the latter will notify the advertiser by letter that we will cut copy to fit in the event of future violations of the rule.

Wherever possible, the Continuity Department will try to get in touch with the account before cutting copy to give the account itself an opportunity to revise the copy to meet the requirements.

The following arrangement of commercial copy is suggested:

15-Minute Program

First commercial	150	words
Second "	50	"
Third "	100	"
	300	words total (Maximum)

15-Minute Program With Sketch

First commercial	75	words
Sketch		
Second "	75	"
	150	words total (Maximum)

30-Minute Program

First commercial	200	words
Second "	100	"
Third "	200	"
	500	words total (Maximum)

30-Minute Program With Sketch

First commercial	100	words
Sketch		
Second "	50	"
Third "	100	"
	250	words total (Maximum)

1-Hour (or more) Program

First commercial	250	words
Second "	50	"
Third "	150	"
Fourth "	50	"
Fifth "	250	"
	750	words total (Maximum)

1-Hour (or more) Program with Sketch

First commercial	150	words
Sketch		
Second "	75	"
Third "	150	"
	375	words total (Maximum)

Special Talent Offers

Where the station secures an option on outstanding talent, transcriptions, ideas, etc., proposals to advertisers are to be handled on the following basis:

All salesmen are to be acquainted with the idea and given an opportunity to take an option for 24 hours. The assignment of such option shall rest with the Commercial Manager. Under no circumstances are salesmen to offer such programs to clients without the permission of the Commercial Manager, and then only during the time their option is in effect.

Quotations—Talent Rate Guarantee

Talent rates are not guaranteed by the Station unless the advertiser signs a binding non-cancellable contract for the talent. Rates are subject to revision at any time.

Quotations—Time Limit

All quotations are to be considered as applying only for the purpose for which they were quoted, and none shall remain in effect longer than 30 days.

Charges—Extra

It is to be definitely understood that published rates for station time and talent apply to programs produced and performed in the studios of the station for transmission over WTMJ and that all expenses incurred in the picking up of programs from outside studios or locations or supplying programs to a network are to be borne by the advertiser.

Auditions—Announcers

Where an advertiser engages the services of announcers and desires an audition, such auditions will be granted without cost if arranged at the Station's convenience so as not to involve the Station in additional cash expense, otherwise charges will be made or such expenses may be applied against the special audition fund at the option of Management.

Auditions—Live Talent

A fund will be created in the amount of $1500 per year for the specific purpose of taking care of costs of putting on auditions for prospective clients. The fund is based on the following set-up:

Each salesman will have a theoretical credit of $250 per year against which to draw in the event he wants to schedule auditions for which expense will be involved for the station.

After this hypothetical credit is used up, salesmen will be required to have the clients pay for any additional auditions or pay for them themselves.

The Commercial Manager will keep a running record of all auditions requested and run for every salesman, together with the costs involved, the balance of credit remaining, and the information whether or not the show auditioned was sold as a result of the audition. Scheduling of auditions will be subject to Management's OK.

Auditions—Special Service

Arrangements must be made through the Commercial Manager, or in his absence, through the Assistant Manager, or in the absence of both, through the Continuity Director.

Deadline on Auditions

Auditions must be arranged for not later than noon of the day preceding.

Talent—Non-Staff

Qualification of non-staff talent must meet with Management's approval and will be permitted only with Management's approval.

Announcers—Non-Staff

Qualification of non-staff announcers must meet with Management's approval and will be permitted only with Management's approval.

Announcers—Limitation on Commercial Programs

Staff announcers are limited to presenting the commercial messages. Where announcers are expected to take part in dialog, sing, act as an MC, etc., they must be engaged as talent.

Signing Off of Speakers

The practice of "thanking" speakers and talent is discouraged by WTMJ. Only individuals of extreme importance, and then only when they were invited by the Station, should be thanked. All others should be "taken off" in a manner as "Mr.—— has just presented his views on" or "You have heard Mr.—— speaking on," etc.

Remote Control Announcements

Publicity on remote control pickups is limited to the name of the pickup point, the address and the name and personnel of the band. No exploitation of special events, price of dinners, etc., is permitted.

Use of First Person

No one other than a bona fide employee of an advertiser, one who is regularly engaged in the conduct of the advertiser's business, will be permitted to use the first person in speaking of the advertiser's product. Introduction of such individuals must clearly state their position. This shall not apply to incidental dramatic talent used in dramatized announcements or to individuals personally presenting bonified testimonials.

SALESMEN'S STANDARDS OF PRACTICE

Hours

Salesmen are expected to report for duty not later than 8:30 A.M. unless previous arrangements have been made with the Commercial Manager. Men not expecting to return to the office by 5:30 P.M. must so notify the office at the time they make their afternoon call-in.

Checking With the Office

All salesmen must check with the office as frequently as is deemed necessary to maintain proper contact with incoming telephone calls, but not less than once each morning and afternoon.

Incoming Calls

All incoming calls from prospects regarding advertising are to be taken by the Commercial Manager. In his absence, should salesmen receive such calls, they are to be turned over to the Commercial Manager for disposition. In the event that the Commercial Manager is absent from the office and the prospective advertiser wishes a salesman to call immediately, such prospect will be turned over to the rst salesman coming into the office after the call is received.

Discontinued practices

Effective this date the practice of quoting individual prices for announcers, vocalists, theme, etc., are discontinued. Hereafter, only package prices covering all costs will be quoted. Salesmen are not to attempt to break prices down into the component parts. Management will determine the package price in accordance with such policies and practices as it feels are in the best interests of the station and clients. Such policies and practices are not the concern of anyone but Management.

Servicing Accounts

Part of the commission paid salesmen is for servicing the account. Salesmen will be held accountable for servicing their accounts to the account's satisfaction. Salesmen depending upon the account's mailing or sending its copy must assume the responsibility of such copy meeting the established deadlines, as well as complaints from accounts based on lack of service. In the case of repeated complaints from accounts due to poor servicing, the account will be turned over to another salesman, who will receive the servicing commission immediately, and full commission on all renewals and supplementary contracts.

Copy Deadline

Salesmen are responsible for copy from their accounts reaching the Continuity Department in accordance with established deadlines. Copy requiring writing, editing, etc., and which must be submitted to the client for final OK must be received by the Continuity Department in sufficient time for OK'd copy (not the original) to meet deadlines.

Continuity Routine

All commercial continuity must be given to the Continuity Director and he in turn will assign a writer to the account. Such writer will receive orders from the Director only and not from the salesmen. Accounts must be advised not to call copy writers at any time, but to call the Continuity Director, who in turn will assign the matter to the proper person.

Prospect Cards

Prospect cards assigned to salesmen must be returned at the end of each week with a report of all calls made and date of proposed call back. If a contract was signed it must be so reported on the prospect card together with the expiration date.

Verbal Agreements

No salesman is permitted to make verbal agreements with any advertiser. Any special agreements must be OK'd by Management and be included on the contract.

Special Clauses

Contracts covering certain types of products require special clauses on the contract covering operating or continuity details. The Salesmen will be held responsible for the inclusion of these special clauses.

Open Time Verification

Salesmen are to verify open time before signing contracts in order to avoid disputes with advertisers in the event time open when the salesmen left the office has been sold in the meantime.

Contact With Other Divisions

Salesmen are not to make direct contact with the operating, the announcing, or the program divisions. All information desired from these sources is to be secured through the Commercial Manager.

Quotations

Salesmen are not permitted to ask the talent, Musical Director, or transcription companies for quotations on talent. Such quotations must be asked for and secured through the Commercial Manager.

Complaints

Under no circumstances are salesmen to discuss irregularities or complaints with the individuals involved or directly with the Musical Director or Technical Supervisor or other personnel. Such irregularities or complaints are to be reported to the Commercial Manager for investigation and adjustment.

ANNOUNCERS' STANDARDS OF PRACTICE

Duties

Announcers' duties consist of announcing and preparation of sustaining programs and announcing of such commercial programs for which the advertiser does not buy special announcing services.

Hours

Announcers opening and closing the Station will work on a basis of 35 hours per week.

In view of the policy under which the Station passes on to the man involved fees collected from advertisers for special announcing services, performing talent, and script writing, which fees in all cases are higher than time and one-half overtime, any difference between the schedule under which a man is employed for announcing and preparation of sustaining programs and announcing of such commercial programs for which the advertiser does not buy special announcing services, and actual hours worked under assignment to this type of work, will be considered an offset against overtime and adjusted in accordance with the regular employment policy.

Special Services

Where the advertiser buys special announcing services, the following fees will be paid:

1 hour, 1 time per week, $8.00 per program.

1 hour, 3 times per week, $6.40 per program.

1 hour, 6 times per week, $4.80 per program.

½ hour or less, 1 time per week, $4.80 per program.

½ hour or less, 3 times per week, $3.84 per program.

½ hour or less, 6 times per week, $2.88 per program.

(All the above include rehearsals.)

The fees charged by the Station for services of any announcer as performing talent or script writer is at all times to be determined by the man involved.

To the above sums the Station will add 25% to cover salesmen's commission and expense of billing and collection.

Any time devoted to services for which the announcers receive extra remuneration for special announcing services, performing talent, or script writing shall not be considered as part of the schedule of hours for which the individual is engaged by the Station. Acceptance of such work on days off or during hours off shall be at the option of the individual involved, and shall obligate that individual to fulfill the required services during vacations unless other arrangements are acceptable to the advertiser.

Pre-"Taking Over" Check

Announcers are to check their commercial continuity and schedules sufficiently in advance of going on duty to permit adjustment of errors or misunderstandings before the program time.

Commercial Copy Check

In the event of any question regarding commercial copy the announcer on duty should immediately check with Management.

News Broadcasts

Announcers are expected to cooperate with the Editorial Room at all times in connection with special bulletins, and such bulletins are to be presented as soon as possible, notwithstanding the fact that the Station is carrying a network program. Extreme care should be taken not to interrupt voice or singing. The introduction is to be made as follows: "We interrupt the —— program to present the following news bulletin from the Editorial Department of The Milwaukee Journal."

Continuity Writing

Announcers delegated to the task or preparation of continuity are to stay away from lengthy and windy descriptions and introductions of musical numbers, speakers, or dramatic sketches. Conciseness and clarity are at all times most desirable.

Musical Programs—Deadline

Announcers delegated with the responsibility of compiling musical programs must have such programs in the Musical Director's office 24 hours in advance of broadcast.

Use of Announcers' Names

Announcers will give their names only on important programs or at the end of a long shift. Too frequent mention of an announcer's name merely becomes tiresome to the public and creates the impression that he is "on all the time."

Irregularity Report

All irregularities such as late starting, running short, interference caused by line trouble or power failures, must be reported at once to the program office. During night time operation or in the absence of anyone in the program office, such irregularities, where they affect commercial programs, are immediately to be brought to the attention of the Commercial Manager. In the event it is impossible to contact him, the following people are to be contacted in order—Mr. Winnie, Mr. Abert, Mr. Damm. Written reports giving all facts must be filed with Mr. Winnie.

Program Quality

On all non-music station-produced programs where no production man is assigned, the announcer is responsible for the quality.

Maintaining Schedules

The maintenance of schedules as detailed in the schedule books is the sole responsibility of the announcer.

Timing

Announcers will be held accountable for the proper timing of all programs on their schedules.

Remaining in Studios

Announcers are required to remain in the studios throughout the programs to which they are assigned. In the event of emergency requiring leaving the studio, the master desk is to be informed. Permission to be absent from studios during programs for any reason whatsoever other than emergencies must be secured from, and arranged for, with the Chief Announcer in advance. In such cases the full responsibility for "catching station breaks" will rest upon the announcer. Any attempt to "get together with" the master control room operator for the purpose of being "called" prior to a station break will not be tolerated.



THE TECHNICAL SIDE



1937 ——— 1938

THE TECHNICAL ADVANCE OF RADIO DURING 1937

By

O. B. HANSON

Chief Engineer, National Broadcasting Company

In reviewing radio progress during 1937, we must pause to pay tribute to Guglielmo Marconi, the father of radio, whose passing came as a blow to the entire industry. His great talent started a chain of development which has not only given us radio as we now know it, but which also promises new and powerful services for the future. High fidelity broadcasting, facsimile, and television figure prominently in these future prospects.

Broadcasting with its many corollaries made great progress during 1937. Intensive research to provide better field equipment was productive of several important advances. Improved portable relay transmitters were put into service, utilizing all frequencies between 2 megacycles and 20 megacycles. Such flexibility permits satisfactory selection of a relay frequency between these limits which is the least affected by atmospheric conditions at a particular time. Resulting pick-ups have been notable for their freedom from phase distortion, fading and background noise.

This equipment is now supplemented by more stable ultra high frequency transmitters. Recent improvements here include the application of crystal frequency control to many of the portable and pack transmitters. New tubes have also contributed to more efficient relay broadcasting in the ultra high frequency region.

With improved stability of transmitters operating in this region of the radio spectrum has come wider fields for remote pick-ups, heretofore unavailable due to lack of wire line facilities. Expansion in the use of the radio frequency "cue" channel, or where wire lines are impractical such as in mobile pick-ups, enables the remote crew to hear the progress of a program in which they are taking a part, and thus receive their "cues" to carry on. In this manner a most complicated diversity of program sources were placed completely under the control of the program directors at headquarters during the Presidential Inauguration Broadcast.

On this occasion, also, the ultra high frequency "beer mug" transmitter gave excellent results. Later in the year a transmitter of this type was used as a relay to a public address system, permitting members on the floor of large conventions to address the chair and the entire assembly through the PA system, from any spot in the auditorium.

These many advances in field pick-up and relay apparatus made heretofore impractical special event coverage entirely feasible. Programs never before attempted were successfully re-

layed to the radio audience with full dependability and with minimum distortion. The past year will be significant for the spectacular broadcasts so successfully achieved. The eclipse of the sun was broadcast from the South Seas. The Presidential Inaugural witnessed a technical radio coverage probably unequalled previously.

Improved technique for broadcasting studio programs paralleled development in field apparatus. Acoutical knowledge and practice advanced greatly. Additional materials have been added to the list of acoustical treatments. Improved uni-directional microphones were installed for use under special conditions. Improved filters were successfully utilized to produce a trick audio effect. A new studio installation was completed for NBC Operated Stations in Washington. Plants in Philadelphia, Cleveland and Hollywood are in process of construction.

New mixer circuits were developed and installed. Their operation provides lower inherent loss, making possible the operation of amplifiers at lower gain, resulting in lowered background noise.

Better performance of field and studio apparatus necessitates improved transmitters if full possibilities are realized. The past year was characterized by important advances in the design and operation of broadcast transmitters. Non-distortional peak modulation limiters, another technical advance, permits transmitters to operate with higher average modulation without danger of over-modulation on random peaks. In addition, the reverse feedback principle has been incorporated in the design of broadcasting transmitters and amplifiers. Appreciable reduction of harmonic distortion has resulted. Inherent background noise levels are also considerably reduced.

Yet, with these many improvements has come a simplification in transmitter design. Better tubes are available. Maintenance work has been facilitated, operating costs lowered.

Antenna design made substantial progress resulting in appreciable reduction of fading and resulting distortion plus general intensification of signal strength within service areas.

International broadcasting on the intermediate frequencies made rapid progress during 1937. Extensive plans were laid and carried through, to improve transmitting efficiency of American shortwave stations. Higher power with new antenna systems now make possible dependable service from American transmitters in many foreign countries. Directional antennas to Europe and South America are now in use at NBC's short wave relay station W3XAL in Bound Brook, New Jersey. Special program service is supplied for transmission to foreign countries.

1937 saw American broadcasting schedules carrying many more programs of foreign origination, transmitted from Europe via short wave to RCA Communications' Riverhead receiving plant, and thence to the networks. This service has been greatly improved and stabilized due to increased power in transmitters, directive antennas, and improved receiving facilities.

The technical advances in broadcast receivers have made important contributions to improved home reception. Automatic frequency control circuits are now incorporated in many receivers. Use of this circuit makes push button tuning practical and the past year saw the introduction by RCA of such automatic tuning. Set operation thereby was greatly simplified and the quality of reception improved thereby.

New high fidelity broadcasting stations appeared in the ultra high frequency band, providing excellent possibilities for dependable local service free from natural static. Many modern receivers are equipped to receive this U.H.F. band where full fidelity can be broadcast without sideband interference. NBC has two such transmitters atop the RCA Building, W2XHG on 41 megacycles and W2XDG on 38.65 megacycles, carrying respectively the Red and Blue Network programs.

Developments in microwave practice were also significant.

Television was the subject of vigorous experimentation during 1937. Early in the year definition standards of the RCA system were increased from 343 lines per picture to 441 lines, an improvement of 30 per cent. This change necessitated considerable alteration in auxiliary equipment in order to take advantage of the potentialities of the new standards. Amplifier circuits previously designed to pass 1.8 megacycles, were reconstructed to accommodate frequencies of 3 megacycles. The overall effect results in an improvement in resolution of approximately 60 per cent over the 343 line standard.

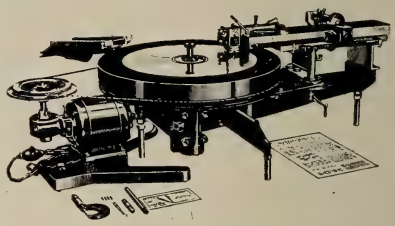
Television is definitely out of the laboratory stage and is progressing rapidly toward a practical system. Continued field testing will undoubtedly lead to the determination of the ultimate standards of transmission in the United States.

In the experimental studios, camera and lighting equipment were tested under actual operating conditions. An intermittent schedule of experimental broadcasting of both live talent and motion picture film was maintained during the entire year. Much has been learned of operating techniques, particularly those having to do with studio productions.

The National Broadcasting Company also devoted a great deal of time to the study of program material suitable for television productions. As these must be determined by actual test, program trials were televized and received by some 80 television receivers in the homes of engineers and executives of the RCA and NBC. Very gratifying results have been obtained.

It would be difficult to highlight all the technical advances of 1937. Progress has been attained in all lines. After all, technical advances have as their aim greater listening satisfaction for the radio audience. A fitting climax to the accomplishments of the year occurred on Christmas night when Arturo Toscanini conducted the first of a series of symphony concerts presented by NBC for the enjoyment of radio listeners in America and throughout the world. Every precaution had been taken to assure the technical perfection of these transmissions. Modern radio equipment has, indeed, made such fine musical programs feasible.

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History

On May, 13, 1912, the Institute of Radio Engineers was formed through the merging of two organizations active in the technical radio field. One of these was the Wireless Institute, the headquarters of which was in New York City and the other which was located in Boston was known as the Society of Wireless Telegraph Engineers. The former organization had a membership of fourteen at the start of 1909 and twenty-seven on January 1, 1912. The Society of Wireless Telegraph Engineers had eleven members on the first day of 1907 and forty-three on January 1, 1912. At the time of its foundation, the Institute of Radio Engineers had fewer than fifty members.

Prominent in the early work of the Society of Wireless Telegraph Engineers were John Stone Stone, Lee de Forest, and Fritz Lowenstein. Those identified with the initial work of the Wireless Institute included John S. Murphy, R. A. Somerville, Joseph D. Fountain, R. B. Respress, R. A. Cleva, John Gregg, E. Barnwell, Philip Farnsworth, Sidney L. Williams, R. H. Marriott, G. W. Pickard, Harry Shoemaker, and Eugene Thurston. The consolidation of these two societies and the initial work of organizing the Institute of Radio Engineers were done by Alfred N. Goldsmith, J. V. L. Hogan, and R. H. Marriott.

General

The Institute of Radio Engineers functions solely to advance the art and science of radio communication. It includes among its members those who have played prominent parts in the development of radio in the United States as well as many noted radio engineers and scientists in other countries.

Membership in the Institute is strictly personal and several grades have been established. The requirements for admission to these grades is contained in the Institute's Constitu-

tion and the eligibility of the applicant is passed on by the Board of Directors. In many cases, the Admissions Committee recommends a course of action to the Board of Directors.

Services

An important service which the Institute renders its membership is the publication of papers. In addition, many papers are presented at meetings where informal discussions may be effective in increasing the knowledge of those present. Standardization reports provide a mechanism for establishing recognized meanings of technical terms and methods of testing and rating equipment. By the awarding of honors and prizes, the publication of papers describing important developments is encouraged.

Publications

The PROCEEDINGS of the Institute of Radio Engineers is the name of the official publication. In it are published all of the papers, discussions, and communications which have been submitted for publication and approved by our Papers Committee and Board of Editors. The first issue was published in 1913 and the first three volumes were comprised of four issues each. Volume 4 through Volume 14 contain six numbers each and all the succeeding volumes are composed of twelve issues each. Over 1600 papers are contained in the twenty-five volumes which were published up to the end of 1937. Of these approximately one-third were published during the last five years. The PROCEEDINGS is mailed without additional charge to all Institute members. The subscription price to non-members is $10.00 per year.

Standardization reports have been issued since 1913. The early reports were confined to the definition of technical terms and presentation of standard graphical symbols. The more recent reports have gone considerably beyond this scope and include methods of testing and rating both equipment and antennas. Letter symbols for mathematical and other notation are also included. The last report issued is dated 1933 and includes all standards up to that time. A new one will be issued early in 1938.

Year Books have been issued at irregular intervals. The first was published in 1914, and the second in 1916. The next seven were published annually between 1926 and 1932. Publication was resumed in 1937, and the 1938 issue will be eleventh to be issued by the Institute.

Awards

Each year the Institute recognizes outstanding achievements in the radio communication field by the bestowal of two awards: one recognizes, in general, an extensive service over a period of years, while the other is usually conferred for a more recent contribution.

Membership

The Constitution of the Institute provides for five grades of membership, each of which has been established to meet the requirements of a particular group of members. The requirements as to age, experience, and references, together with entrance, and transfer fees, and dues are given in the first few articles of the Constitution which is published in the 1938 I. R. E. Year Book.

Membership in the Institute includes a number of valuable features which are of inestimable importance to those active in the technical radio field and those connected with closely related lines of activity. Regardless of grade, each member receives the PROCEEDINGS regularly and copies of all Year Books and Standards reports when they are published. Notices of meetings at which papers are presented are forwarded to all members located in the territory which is immediately adjacent to the city in which the meeting is held. Convention and regional meetings are announced in the PROCEEDINGS. Additionally, membership enrolls one with those others who have indicated their interest in this field and whose activities therein are predominantly responsible for the progress which each year witnesses.

The grade of Fellow is reserved for those whose contribution to radio have raised them to a place of distinction among their fellow workers. To the Fellow is reserved the honor of serving as president or vice-president of the Institute.

The Member grade is the professional grade and is open to recognized engineers and comparably qualified individuals who have served sufficiently long in their field to establish their standing.

The Associate and Junior grades are provided for those with a general interest in the field or whose technical qualifications are not such as to permit their acceptance as Members. The only difference between these two grades is that of age. Juniors have not reached their majority and are not eligible to vote.

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THE RADIO THEATER OF THE FUTURE

By
WILLIAM LESCAZE
Architect and Acoustical Authority

Should you find tomorrow in front of your door an old fashioned horse drawn carriage you would be, I am sure, quite surprised.

Should you be asked to climb in and be told that this carriage will take you to your office or help you to do your errands, your surprise might change into an alarmed scowl. "Is anyone playing a practical joke, or what?"

Yet today it is inside of theaters, which are big brothers to that kind of carriage, that we are invited to spend some of our leisure hours. The entrance lobby is too small. Those of us who like to smoke during entracts must perforce walk up and down on the sidewalks with turned-up collars, hands in pockets and freezing just the same. The seats are uncomfortable. Seats are seldom staggered, with the result that you are much more familiar with the contours of the backs of the people in front of you than you are of the features of the leading lady.

Acoustics are terrible. Every time a taxi driver honks in the street you are sure to miss a few lines. I used to think that if sound isolation was bad in most of our commercial theaters it was, at any rate, pretty good in our respectable Carnegie Hall. Alas it is not. The other day as we were seated six rows down from the rear wall, and as Stokowski was just beginning his new transcription for orchestra of "Au Clair de Lune" this strange, almost eerie like thing of Debussy, a late comer began simultaneously to give a piece of her mind to the doorman. It was not a pretty piece, I assure you. But it succeeded in drowning out all the muted violins of Stokowski. Most of us turned around with murderous intentions. However, it is not so much that lady who is at fault as it is our stupid neglect of the ABC's of good building. Acoustics, sound isolation, pleasant lighting without glare, proper ventilation, efficient circulation, comfortable seats — all these have long ceased to be things impossible to attain. Some of us have known about them and how to plan for them for at least twenty years.

The theater builders want gilded glamor, all the frills and none of the essentials. And so we have our Adams theaters or our Gothic ones.

Fortunately, the broadcasting companies who had built their own broadcasting studios and had soon found out that the bang of a door or the rumble of an elevated train did not contribute to their programs, took the trouble to investigate the ABC's of good studio building. Thus, when the Columbia Broadcasting System decided to lease several old fashioned theaters and to broadcast from them, they first tested them thoroughly. Ideal sound location which is obtained by building walls, floor and ceiling entirely free and independent from the structural walls, floor and ceiling by means of heavy isolators, was not possible in a remod-

elling operation. But establishing as many "dead" spaces at lobby and side exits did help. Eliminating the orchestra pit by building out the existing stage floor over the pit enlarged the stage as well as helping the sound. Acoustics were corrected by means of heavy curtains and also by constructing the cyclorama and stage sets of sound absorbing material, such as a combination of canvas and rock wool padding. Baffles, also of canvas and rock wool padding, whose size, shape and thickness were exactly calculated for correct sound absorption, were introduced overhead. Although they produce a dramatic decorative effect, their primary function is to prevent reverberation and so eliminate disturbing echoes. Thus the sound remains in one concentrated area and is directed through the microphone over the air, and into the loudspeakers on each side of the stage to reach the audience. It is a perfect day for radio broadcasting when the auditorium is filled, because then acoustical conditions are as satisfactory as even the most painstaking of us would wish. Human beings are one of the best sound absorbers that we know. Their clothes, their bodies not only absorb sounds, but prevent reverberation.

The seating arrangement and the coverings of seats are also an important factor in sound transmission. The best method is a rather close seating arrangement with porous material used for upholstery.

The side loges of the legitimate theater disappear when it is transferred into a radio theater. In their place are the clients' booth on one side (reserved especially for sponsors of the program) and the control booth on the other side. This control booth is the strategic point of transmission in the theater, for from it the engineer transmits and amalgamates the volume and quality of sound which will eventually reach the air. Within this control booth the sounds from the various instruments and performers that are to be transmitted to the air are equalized. This equalizing must take place because there are several microphones scattered over the stage—the orchestra has a few, the radio performers have theirs. It is the engineer's business to see that one performer or special part of the orchestra does not "steal the show." In this control room there is also a production director. It is he who regulates the speed of the whole performance by means of code signs and silent signals. He is to radio what the stage manager is to the theater.

The clock in the legitimate theater is placed in some corner casually convenient to the passer-by. Conversely, the clock plays an all important part in the radio theater. In transforming the auditorium not one, but several large, easily seen clocks must be introduced at various points in the auditorium so that the audience, performers and men in the control room may be guided by them. Naturally it is essential that these clocks be exactly synchronized; not only because the program must go on at the appointed second, but also because the clock is the factor which creates the dramatic atmosphere of the radio theater.

Everyone's attention is focused upon it. Even the star of the evening takes second place in the interest of the audience and the performers until the clock's hands show the appointed time for the beginning of the broadcast.

Under the clock in the auditorium a large "On the Air" sign must be placed. Just a few moments before the performance begins it reads 'Stand By." This calls the attention of everyone to the approaching moment. Just as the performance goes on the air, the sign changes to "On the Air," a silent reminder that the show is on and quiet is the order of the day. A wiggling neon-like light in a circular niche becomes illuminated the moment the sounds reach the air. This light changes in form and density according to the volume and pitch of the sound. It is a sort of visual image of sound waves.

Thus the art and science of broadcasting became a natural ally of the art and science of building. Until new structures are built which will make use of the experience and knowledge obtained today, we will have to alter, one by one, our old theaters. That is, if we have any concern at all for the comfort of performers and public alike. But it will not be before we actually build new structures that we shall be able to coordinate all these new technical factors and create rooms, studios and theaters in function of these factors, which will not only be mechanically satisfactory but, in our opinion, aesthetically successful.

THE FOREIGN MARKET for RADIO APPARATUS

By Lawrence D. Batson

Radio Section, Electrical Division, Bureau of Foreign and Domestic Commerce

THE year 1937, from preliminary figures covering the first nine months, promises to be just another radio exporting year, with tidy increases in totals above any previous year. Almost every year since the inception of broadcasting has been a record year in exporting, 1926, 1931, and 1932 being the only years in which there was any recession, and of these only 1932 showing any serious loss.

Increases and decreases in radio exporting do not seem to follow world economic developments as closely as it follows the individual country developments, both of general and of specifically radio character. The larger markets are responsible for most of the fluctuations, but the smaller ones are also important because of their potentialities.

Ignoring Spain, whose $2,300,000 purchases of radio equipment in 1934 was followed by war conditions that cause radio imports, by 1937, to fall to almost zero, we have twelve principal markets, three in South America, two in Oceania, three in Europe, three in North America, and one in Africa.

Comparing the preliminary figures for 9 months of 1937 with the entire year 1930, which developed approximately the same total business, and which is considered a useful year for comparison because it immediately preceded the big slump but did not participate appreciably in it, four of the twelve leading markets show smaller totals, the rest larger. Six are radio manufacturing countries, three of these being among the receding markets.

Although export statistics divide radio apparatus into six classes, those which show the most interesting and informative data are receiving sets, receiving tubes, and components.

The twelve principal markets are Argentina, Australia, Belgium, Brazil, Canada, Columbia, Cuba, France, Mexico, New Zealand, Union of South Africa, and the United Kingdom.

Argentina is a new manufacturing country. The radio industry has been on the increase for several years, and local manufacturing received exceptional impetus because of the imposition of exchange restrictions during which it was difficult to obtain money with which to pay for imports of radio sets. The industry is almost self-sufficient, so far as completed products are concerned, but components are being imported instead of sets. Where during the year 1930 exports of parts to the Argentine amounted to only $381,000, for the first nine months of 1937 the figure was $995,924. The total of radio exports to Argentina fell between the same periods from $2,163,412 to $1,901,268, or some $262,000. Sets alone decreased from $1,226,022 to $91,499.

Australia has an industry a little older than the Argentine, and one that was a little more vigorously promoted from its beginning. Even in 1930 we sold Australia only $103,088 worth of sets, and in the first nine months of 1937, but $10,299. In 1929 our set exports to Australia amounted to $489,989. Australia has not appreciably increased its $100,000 component purchases in the United States, and the domestic industry has about halved the $300,000 market for American tubes.

Belgium is one of our smaller but improving markets. Sets increased from $50,097 to $86,613, tubes from $19,258 to $281,279, and parts from $38,557 to $95,446. The total increased from $140,114 to $497,344, or $357,230—255 per cent.

Brazil's increases were represented by all classes, and amounted to totals of $576,682 for 1930 and $1,602,633 for the first nine months of 1937.

Canada, for many years not only our best market but representing in the neighborhood of half of our radio business abroad, bought $3,443,815 worth of sets in 1930, and in the first nine months of 1937, $159,996. Tube purchases were about stationary, and parts declined by about half from $2,067,262 to $1,169,380; the total radio exports to Canada dropped from $7,634,000 to $2,092,512. The loss of 5½ millions of dollars of markets is a serious loss, and constitutes principally the results of an intensively developing domestic industry. That American radio exporting could withstand this blow, and still show increases to new levels, speaks well of the development of other foreign markets.

Colombia is one of our "natural" markets, looking to the United States for manufactured articles, such as radios, as its natural source of supply. Increases to Colombia appeared all along the line, and totaled in 1930, $114,362, and in 1937, 9 months only, $450,740. Cuba, a similar market, increased from $767,198 to $1,103,834.

France is a radio manufacturing country, but an excellent market for American apparatus as well. During this period France increased its purchases from $429,787 to $938,528, despite quota restrictions.

Mexico showed little change, either in total or by classes, increasing from $2,053,525 to $2,196,566.

New Zealand is our only important falling market which does not have a growing domestic radio industry. The decrease indicated is from $998,913 to $911,008. There is a great possibility that the $87,000 difference will be made up in the last three months of 1937, and show a net increase for 1937 over 1930.

Spectacular among increases is the case of the Union of South Africa, with purchases of $284,234 in 1930 and of $1,584,425 in the first nine months of 1937. Sets alone accounted for practically all of the increase, and likewise of the total purchases during both periods.

The United Kingdom is a strong buyer of American radio goods, and increased over this period from $898,829 to $2,100,386. Nearly $700,000 of the increase was in components, and $500,000 in sets.

The division of the respective totals among the various classes shows little fluctuation between 1930 and the first nine months of 1937:

	Year 1930	9 mos., 1937
Sets	$11,549,621	$11,776,086
Tubes	2,363,234	3,174,878
Parts	4,375,337	5,490,573
Total of All Classes	$23,133,815	$23,915,406

This appears to indicate that the world market has increased about equally for all classes, and that although the selection of markets requires more attention to the special characteristics of the individual countries, these characteristics are now in a more congealed form, and susceptible of understanding. The twelve big markets accounted for only $15,748,638 in the first nine months of 1937, compared with $16,865,082 in 1930. Smaller countries made up a larger total, however, besides balancing the total loss of the Spanish market. All classes of goods are stable, but each branch of the industry is faced with the necessity for meeting the shifts such as have been outlined. Good markets become limited, or change their requirements with the establishment of domestic industry, but new ones appear elsewhere with the establishment of domestic broadcasting, and the new industries furnish new requirements to be filled. The problem is to keep informed of these changes.

THE RADIO SECTION'S PART

Information as to the developments in the changing market picture, is the commodity in which the Bureau of Foreign and Domestic Commerce deals. The Radio Section is invested with the duty of watching the developments in all markets—Albania, Paraguay and Burma as well as Canada, Cuba, and Mexico—and of making these findings available to the export manager in the most useful form. The principal publication of the Radio Section, "World Radio Markets" is a series of circulars, each covering radio developments and market conditions in one country, the entire series covering all foreign markets. It is a complete and current reference on foreign radio markets. The circulars are revised frequently as changed conditions warrant. The complete sets are sold, and subscriptions taken for revision service.



RADIO BUYING GUIDE



WHAT TO BUY AND WHERE TO BUY IT

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International Theater Accessories Corp., 1600 Broadway, N. Y. C.
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Kendall & Dasseville, Inc., 7 W. 44th St., N. Y. C.
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S. O. S. Corp., 1600 Broadway, N. Y. C.
Scholes, Wm. & Sons, Inc., 2nd and Indiana Ave., Philadelphia, Pa.
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Slater, William, Jr., Inc., 300 W. Austin Ave., Chicago, Ill.
Sugar, S. S., 5 East 57th Street, N. Y. C.
Union Fibre Co., Inc., Winona, Minn.
Union Fibre Sales Co., 205 E. 42nd St., N. Y. C.
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Volf, Christian A., 1482 Broadway, N. Y. C.
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Western Electric Co., 195 Broadway, N. Y. C.
Western Felt Works, 4115 Ogden Ave., Chicago.
Wood Conversion Co., First Nat'l Bank Bldg., St. Paul, Minn.

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Western Electric Co., 195 Broadway, N. Y. C.

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General Seating Co., 2035 Charleston St., Chicago, Ill.
Hewes-Gotham Co., 520 W. 47th St., N. Y. C.
Hub Electric Corp., 2225 W. Grand Ave., Chicago.
Kausalite Mfg. Co., 8129 Rhodes Ave., Chicago.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 West 50th Street, N. Y. C.
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American Transformer Co., 178 Emmett St., Newark, N. J.
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Ballantyne Co., 219 N. 16th St., Omaha, Neb.
Blue Seal Sound Devices, Inc., 723 Seventh Ave., New York, N. Y.
Canady Sound Appliance Co., 19570 S. Sagamore Rd., Rocky River P. O., Cleveland, O.
Cinema Sound Equipment Co., 8572 Santa Monica Blvd., Hollywood, Cal.
DeVry, Herman A., Inc., 1111 Center Street, Chicago.
Duhem, M. P. Mfg. Co., 135 Hayes St., San Francisco, Cal.
Electrical Research Products, Inc., 250 W. 57th St., N. Y. C.
Elec-Tro-Fone Corp., 2490 University Ave., St. Paul, Minn.
Federated Purchaser, Inc., 25 Park Place, New York, N. Y.
Gates Radio & Supply Co., Quincy, Ill.
Good-All Electric Mfg. Co., Ogallala, Neb.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, O.
Lafayette Radio Mfg. Co., 100 Sixth Ave., N. Y. C.
Lincrophone Co., Inc., 1661 Howard Ave., Utica, N. Y.
Mellaphone Corp., 65 Atlantic Ave., Rochester, N. Y.
Miles Reproducer Co., Inc., 112 W. 14th St., New York, N. Y.
Motiograph, Inc., 4431 W. Lake St., Chicago.
Motion Picture Accessory Co., 2200 S. Vermont Ave., Los Angeles.
Operadio Mfg. Co., St. Charles, Ill.
Pacent Engineering Corp., 79 Madison Avenue, N. Y. C.
Picture-Fone Co., 212 W. North St., Lima, O.
Piezoelectric Laboratories, 612 Rockland Ave., New Dorp, S. I., N. Y.
Platter Sound Products Corp., North Vernon, Ind.
Presto Recording Corp., 139 W. 19th St., N. Y. C.

RCA Manufacturing Co., Inc., Camden, N. J.
Radio Installation Co., 1357 N. Gordon Ave., Hollywood, Cal.
Radio Industries of Canada, Ltd., 120 Fort St., Winnipeg.
Radio Receptor Co., 106 7th Ave., N. Y. C.
Rauland Corp., 3341 Belmont Ave., Chicago.
Roth-Downs Mfg. Co., 2233 University Ave., St. Paul, Minn.
Royal Zenith Sound Projectors, Inc., 33 W. 60th St., N. Y. C.
Silver Marshall, Inc., 6401 W. 65th Clearing, Chicago.
S. O. S. Corp., 1600 Broadway, New York City.
Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Road, Rochester, N. Y.
Toledo Sound Equipment Labs, 1215 Jackson St., Toledo, O.
United Transformer Corp., 72 Spring St., N. Y. C.
Van Sickle Radio Co., 1113 Pine St., St. Louis, Mo.
Weber Machine Corp., 59 Rutter St., Rochester, N.Y.
Webster Co., 3825 W. Lake St., Chicago, Ill.
Webster Electric Co., 100 Varick St., N. Y. C.
Webster Electric Co., Racine, Wisc.
Wenzel Co., 2059 S. State St., Chicago, Ill.
Western Electric Co., 195 Broadway, N. Y. C.

ANTENNAS

Andrew, Victor J., 7221 S. Francisco Ave., Chicago, Ill.
Birnbach Radio Co., 145 Hudson St., N. Y. C.
Blaw-Knox Co., P. O. Box 1198, Pittsburgh, Pa.
F. & H. Radio Labs, Fargo, N. D.
Hoke Vertical Radiator Co., 219 Bollingbrook St., Petersburg, Va.
International Derrick & Equipment Co., 875 Michigan Ave., Columbus, Ohio.
Radiart Corp., Shaw Ave., and E. 133rd St., Cleveland, Ohio.

ANTENNA MASTS

Beasley Construction Co., John F., P. O. Box 1547, Muskogee, Okla.
Hartenstine-Zane Co., Inc., 225 Broadway, N. Y. C.
Lehigh Structural Steel Co., 17 Battery Place, N. Y. C.
New Jersey Erectors, 346 Broadway, Newark, N. J.

ANTENNA EQUIPMENT

Birnbach Radio Co., 145 Hudson St., N. Y. C.
Gits Molding Corp., 1848 S. Kilbourn Ave., Chicago, Ill.
Isolantite, Inc., 233 Broadway, N. Y. C.
Jacobs, Charles F., 270 Lafayette St., N. Y. C.
Johnson Co., E. F., Waseca, Minn.
Lapp Insulator Co., Gilbert St., Leroy, N. Y.
Locke Insulator Corp., South Charles and Cromwell, Baltimore, Md.
Muter Co., 1255 S. Michigan Ave., Chicago, Ill.
Quam-Nichols Co., 33rd Place and Cottage Grove Ave., Chicago. Ill.
RCA Mfg. Co., Camden, N. J.

ARCHITECTS

Augustine, Charles O., 5710 Sixth Ave., Kenosha, Wis.
Balch & Lippert, 16 N. Carroll St., Madison, Wis.
Ballinger Co., 233 Broadway, N. Y. C.
Beall, Frederick E., 334 St. Paul St., Baltimore.
Benedict, E. E., 69 Center St., Waterbury, Conn.
Bitting, E. R., 1104 Hamilton St., Allentown, Pa.
Bliss & Fairweather, 593 Market St., San Francisco, Cal.
Boller Bros., 445 Douglas Bldg., Los Angeles, Cal.
Bort, Walter Earl, 728 S. 12th St., Clinton, Ia.
Browne, Ambrose A., 120 Milk St., Boston, Mass.
Buchanan, B. B., Inc., 910 S. Michigan Avenue, Chicago, Ill.
Callendar, H. C., Central National Bank Bldg., Greencastle, Ind.
Civic Theaters Corp., Webb City, Mo.
Clark, Harlan M., 3115 Mapledale St., Cleveland.
Clyde, J. W., 1 Stevens Ave., Mt. Vernon, N. Y.
Coulter, Norman R., 46 Kearney St., San Francisco.
Crane, C. Howard, 112 Madison St., Detroit, Mich.
Crosier, Perry E., 1017 Phoenix Bldg., Minneapolis.
Cutler, Howard W., 1108 16th St., N. W., Washington, D. C.
De Angelis, Michael J., Genesee Valley Trust Bldg., Rochester, N. Y.
Eberson, John, 1560 Broadway, N. Y. C.
Eichberg, S. Milton, 64 W. Randolph St., Chicago.
Eichenlaub, George E., 218 Hess Ave., Erie, Pa.
Faris, Frederick, 1117 Chapline St., Wheeling, W. Va.
Ferguson, W. S. Co., 3030 Euclid Ave., Cleveland.
Gerhardt, Paul, 447 Fullerton Parkway, Chicago, Ill.
Graham, Donald, 1033 Architects and Builders Bldg., Indianapolis.
Graham, J., 1610 Euclid Ave., Cleveland.
Graven, A. S., Inc., 100 N. La Salle St., Chicago.
Gray, George H., 6 Prospect Court, New Haven, Conn.
Griffith, Edwin, St. John—7th Street Theater, Hoquiam, Wash.
Griffith, Frank W., Snell Bldg., Ft. Dodge, Ia.
Griffith, Harry C., 411 Canby Bldg., Dayton, O.
Henderson, C. A. 117½ W. 8th St., Coffeyville, Kan.
Henninger, F. A. & Son, Securities Bldg., Omaha, Neb.
Hodgens & Hill, 1420 Chestnut St., Philadelphia, Pa.
Hoffman Henon Co., 20th and Race Sts., Philadelphia, Pa.
Holbrook, C. Harry, 628 Franklin Ave., Columbus, Ohio.
Hulsken, Peter M., 506 Savings Bldg., Lima, O.
Hyde, Robt. M., 8 S. Dearborn St., Chicago, Ill.
Kees & Bowstead, 246 Plymouth Bldg., Minneapolis.
Krokyn & Browne, 120 Milk St., Boston.
Lamb, Thos. W., 701 7th Ave., N. Y. C.
Lansburg, G. Albert, 321 Bush St., San Francisco.
Latenser, John & Sons, Saunders-Kennedy Bldg., Omaha.
Lee, Ballou & VanDervoort, Inc., 110 N. 7th St., Richmond, Va.
Lee, William H., Schaff Bldg., Philadelphia, Pa.
Lehman, W. E. & D. J., 972 Broad St., Newark, N. J.
Logeman, Hugo, 152 W. Wisconsin Ave., Milwaukee, Wis.
Luzius, P. H., 419 Erie Bldg., Cleveland, Ohio.
McClenahan, M. A., 504 Eccles Bldg., Ogden, Utah.
Magaziner and Eberhard, 1701 Walton St., Philadelphia, Pa.
Malveney, E. L., Tower Bldg., Jackson, Miss.
Marks, Alfred M., 541 Wood St., Pittsburgh, Pa.
Manley & Young, Inc., Box 1495, Knoxville, Tenn.
Martinie, Trueman, E., 323 Miners Bank Bldg., Joplin, Mo.
Master-Builders, The, 218 Hess Ave., Erie, Pa.

Mayper, O. Victor, 110 W. 40th St., New York City.
Morris, G. P., 207 Wyoming Ave., Scranton, Pa.
Newhouse & Bernham, Willoughby Tower, 8 S. Michigan Blvd., Chicago.
Nirdinger, M., Empire Bldg., Pittsburgh, Pa.
Oppenhamer & Obel, 110 S. Washington St., Green Bay, Wis.
Phillips, J. H., 681 Fifth Ave., N. Y. City.
Pridmore, J. E. O., 5959 Winthrop St., Chicago.
Rabold, W. A., Inc., R. No. 6, Dayton, O
Rapp, C. W. & George L., 190 N. State Street, Chicago.
Rathstone, Irwin D., 2176 Walton Ave., Bronx, N. Y.
Rayfield, W. A. & Co., 328 St. George St., So., Birmingham, Ala.
Reid Bros., 105 Montgomery St., San Francisco.
Rigamount, Victor A., 5471 Coral St., Pittsburgh, Pa.
Rubush & Hunter, 1020 Architects & Blders. Bldg., Indianapolis, Ind.
Starck & Schneider, Inc., 8 S. Carroll St., Madison, Wis.
Starks & Flanders, Bank of America Bldg., Sacramento, Cal.
Strauss, A. M., 415 Cal-Wayne Bldg., Ft. Wayne, Ind.
Sturdy, Nathan H., 229 Chamber of Commerce Bldg., Buffalo, N. Y.
Sugar, S. S., 5 East 57th Street, N. Y. C.
Supowitz, David, 246 S. 15th St., Philadelphia.
Thalheimer & Weitz, 10 S. 18th St., Philadelphia.
Torbitt, Arch N., 615 Bellevue Ave., N., Seattle, Wash.
Voigt, S. S., 522 S. Lawrence, Wichita, Kans.
Wander, Harry A., 142 Wallace St., Buffalo, N. Y.
Weil, Emile, Whitney Bldg., New Orleans, La.
Wink, J. C. H., Crescent Theater, Dalton, Ga.
Wiseman, Harrison G., 33 W. 42nd St., N. Y. C.

ATTENUATORS

Centralab Division, Globe Union Mfg. Co., 900 E. Keefe Ave., Milwaukee, Wis.
Daven Co., The, 158 Summit St., Newark, N. J.
General Radio Co., 30 State St., Cambridge, Mass.
Remler Co., Ltd., 19th and Bryan Sts., San Francisco, Cal.
Tech Laboratories, 703 Newark Ave., Jersey City, N. J.

AUDIO-FREQUENCY AMPLIFIERS

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.
Emar Instrument Corp., 29 W. 57th St., N. Y. C.
Forest Sound Systems, 776 Forest Ave., New York City.
Gates Radio & Supply Co., Quincy, Ill.
General Radio Co., 30 State St., Cambridge, Mass.
General Transformer Corp., 500-532 S. Throop St., Chicago, Ill.
Hollywood Electric Transcriber Mfg. Co., 1512 W. Slauson Ave., Los Angeles, Cal.
RCA Mfg. Co., Camden, N. J.
Radio Engineering & Mfg. Co., 26 Journal Square, Jersey City, N. J.
Radio Television Industries Corp., 2 Linden St., Reading, Mass.
Radolek Co., Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.
Raytheon Mfg. Co., 190 Willow St., Walton, Mass.
Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
United Transformer Corp., 72 Spring St., N. Y. C.
Vibro-Master Co., 2744 Broadway, N. Y. C.
Webster Electric Co., Racine, Wis.
Western Electric Co., 195 Broadway, N. Y. C.

BATTERIES

Bond Electric Corp., 146 Munson St., New Haven, Conn.
Bright Star Battery Co., Clifton, N. J.
Burgess Battery Co., Freeport, Ill.
Edison, Thomas A., Inc., Edison Storage Battery Division, West Orange, N. J.
Electric Storage Battery Co., 19th and Allegheny Aves, Philadelphia.
Eveready Battery Co.
Miles Reproducer Co., Inc., 112 W. 14th St., N.Y.C.
Ray-O-Vac Co., 2317 Winnebago St., Madison, Wis.
Universal Battery Co., 3410 La Salle St., Chicago, Ill.
Willard Storage Battery Co., 246 E. 131st St., Cleveland, Ohio.

BELLS—CHIMES, MUSICAL AND ELECTRICAL

Amplion Products Corp., 38 West 21st St., N. Y. C.
Deagan, J. C., Inc., 1770 Berteau Ave., Chicago.
Jenkins Music Co., 1217 Walnut St., Kansas City, Mo.
Kohler-Liebich Co., 3553 Lincoln Ave., Chicago.
McShane, Bell Foundry Co., 280 Madison Ave., N. Y. C.
RCA Manufacturing Co., Inc., Camden, N. J.
Schwarze Electric Co., Adrian, Mich.

BIAS CELLS

Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.

BINDING POSTS

Eby, Hugh H. Co., 2066 Hunting Park Ave., Philadelphia, Pa.

BROADCAST EQUIPMENT

Collins Radio Co., 2920 First Ave., N. E., Cedar Rapids, Iowa.
Doolittle & Falknor, 7421 S. Loomis Blvd., Chicago, Ill.
Gates Radio Supply Co., Quincy, Ill.
Graybar Electric Co. (Distributors for Western Elec.), 420 Lexington Ave., N. Y. C.
Insuline Corp. of America, 25 Park Row, N. Y. C.
Johnson, E. F. Co., Waseca, Minn.
Neely, Norman B., 5334 Hollywood Blvd., Hollywood, Calif.
Kluge Radio Co., 1041 N. Bonnie Brae, Los Angeles, Cal.
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.
Piezoelectric Laboratories, 612 Rockland Ave., New Drop, S. I., N. Y.
RCA Mfg. Co., Camden, N. J.
Radio Engineering Labs., 25-14—41st Ave., Long Island City, N. Y.
Radio Engineering & Mfg. Co., 26 Journal Square, Jersey City, N. J.
Radio Television Industries Corp., 2 Linden St., Reading, Mass.

Remler Co., Ltd., 2101 Bryant St., San Francisco, Cal.
Skifter, Hector R., St. Paul Hotel, St. Paul, Minn.
Transmitter Equipment Mfg. Co., 130 Cedar St., N. Y. C.
United Transformer Corp., 72 Spring St., N. Y. C.
Western Electric Co., 195 Broadway, N. Y. C.

CABLES

Belden Mfg. Co., 4647 W. Van Buren, Chicago, Ill.
Birnbach Radio Co., 145 Hudson St., N. Y. C.
Essex Wire Corp., 14310 Woodward Ave., Detroit, Mich.
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.

CABLES, COAXIAL

Andrew, Victor J., 7221 S. Francisco Ave., Chicago, Ill.
Commercial Radio Equipment Co., 216 E. 74th St., Kansas City, Mo.
Isolantite, Inc., 233 Broadway, N. Y. C.
Transducer Corp., 30 Rockefeller Plaza, N. Y. C.

CARPETS

A.A.A. Studios, Box 25, Station O, Cincinnati, O.
Aetna Carpet Co., 9006 Melrose Ave., Los Angeles.
Artloom Corp., Allegheny Ave., Philadelphia, Pa.
Be-Hannesey Art Studios, 1122 N. Western Ave., Hollywood, Cal.
Bigelow Sanford Carpet Co., Inc., 140 Madison Ave., N. Y. C.
Cochrane, Chas. P., Co., Kensington Ave. and Butler St., Philadelphia.
Greater New York Carpet House, Inc., 244 W. 49th St., N. Y. C.
Guercio & Barthel Co., 908 S. Wabash Ave., Chicago, Ill.
Harwick & Magee Co., 650 W. Lehigh Ave., Philadelphia.
Hotel & Theater Carpet Co., 25 W. 18th St., N. Y. C.
Klearflax Linen Looms, Inc., 63rd Ave., W., Duluth, Minn.
Mohawk Carpet Mills, Inc., 295 Fifth Ave., N. Y. C.
Paramount Decorating Co., Inc., 311 N. 13th St., Philadelphia, Pa.
Pick, Albert Co., Inc., 2159 Pershing Road, Chicago.
Power, Robert E. Studios, 1717 Cordova St., Los Angeles, Cal.
Roxbury Carpet Co., 99 Chauncy St., Boston.
Shearer, B. F., Co., 2318 Second Ave., Seattle Wash.
Slater, William V., Inc., 300 W. Austin Ave., Chicago.
Sloane, W. & J., Selling Agents Division, 295 Fifth Ave., N. Y. C.
Smith, Alexander & Sons., Saw Mill River Rd. and Lake Ave., Yonkers, N. Y.
Whittal, M. J. Associates, Ltd., Brussels St., Worcester, Mass.

CARPET CUSHIONS

Bigelow Sanford Carpet Co., Inc., 140 Madison Ave., New York, N. Y.
Blocksom & Co., Michigan City, Ind.
Clinton Carpet Co., 222 N. Bank Drive, Chicago.
Greater New York Carpet House, Inc., 244 W. 49th St., New York, N. Y.
Pick, Albert Co., Inc., 2159 Pershing Road, Chicago.
Sutton, E. W., Carpet Lining Corp., 53 Sedgwick St., Brooklyn, N. Y.
Union Carpet Lining Co., 18 Washington St., New London, Conn.
Western Felt Works, 4115 Ogden Ave., Chicago.

CATHODE RAY OSCILLOGRAPHS

Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.
Delta Radio Co., 135 Liberty St., N. Y. C.
DuMont, Allen B., Laboratories, 542 Valley Rd., Upper Montclair, N. J.
RCA Mfg. Co., Camden, N. J.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.

CATHODE RAY TUBES

DuMont, Allen B., Laboratories, 542 Valley Rd., Upper Montclair, N. J.
RCA Mfg. Co., Camden, N. J.
Westinghouse Lamp Co., Bloomfield, N. J.

CHANDELIERS, CRYSTAL

Caldwell, Edward F. & Co., 38 W. 15th St., New York, N. Y.
Guth, Edwin F., 2615 Washington Ave., St. Louis.
Pearlman, Victor S. Corp., 208 N. Michigan Ave., Chicago, Ill.
Rialto Import Co., 135 W. 44th St., N. Y. C.
Voigt Company, 12th and Montgomery Aves, Philadelphia.
Wagner-Woodruff Co., 830 S. Olive St., Los Angeles, Cal.
Weinstein, Charles J., & Co., Inc., 2 W. 47th St., New York, N. Y.
Wyle, J. J. & Bros., Inc., 15 W. 36th St., New York, N. Y.

CHOKES, FILTER

General Transformer Corp., 500-532 S. Throop St., Chicago, Ill.
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.
United Transformer Corp., 72 Spring St., N. Y. C.

COILS

Coto-Coil Co., Inc., 229 Chapman St., Providence, R. I.
Delta Radio Co., 135 Liberty St., N. Y. C.
Guthman, Edwin I., Co., 400 S. Peoria St., Chicago, Ill.
Hammerlund Mfg. Co., 424 W. 33rd St., N. Y. C.
Sickles, F. W., Co., 300 Main St., Springfield, Mass.

COIL SHIELDS

Hammerlund Mfg. Co., 424 W. 33rd St., N. Y. C.

CONDENSERS, ELECTROLYTIC

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.
Cornell-Dubilier Corp., 1000 Hamilton Blvd., South Plainfield, N. J.
Curtis Condenser Corp., 3088 W. 106 St., Cleveland, Ohio.
Deutschman, Tobe, Corp., Canton, Mass.
Magnavox Co., 2131 Bueter Rd., Fort Wayne, Ind.
Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.

Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.
National Union Radio Corp., 570 Lexington Ave., N. Y. C.
Solar Mfg. Co., 599 Broadway, N. Y. C.

CONDENSERS, FIXED

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.
Cardwell Mfg. Corp., Allen D., 81 Prospect St., Brooklyn, N. Y.
Cornell-Dubilier Corp., 1000 Hamilton Blvd., South Plainfield, N. J.
Deutschman, Tobe, Corp., Canton, Mass.
Electro-Motive Mfg. Co., 797 E. 140th St., N.Y.C.
Fast, John E., & Co., 3132 N. Crawford Ave., Chicago, Ill.
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.
National Union Radio Co. of N. Y., 570 Lexington Ave., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Sangamo Electric Co., Springfield, Ill.
Sickles, The F. W., Co., 300 Main St., Springfield, Mass.
Solar Mfg. Co., 599 Broadway, N. Y. C.

CONDENSERS, TRANSMITTING

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.
Cardwell, The Allen D., Mfg. Corp., 81 Prospect Brooklyn, N. Y.
Cornell-Dubilier Corp., 1000 Hamilton Blvd., South Plainfield, N. J.
Deutschman Tobe, Corp., Canton, Mass.
Hammarlund Mfg. Co., 424 W. 33rd St., N. Y. C.
Heintz & Kaufman, Ltd., P. O. Box 69 S., San Francisco, Cal.
Johnson, E. F., Co., Waseca, Minn.
RCA Mfg. Co., Camden, N. J.

CONDENSERS, VARIABLE

American Steel Package Co., The, Squire Ave., Defiance, Ohio.
Cardwell, Allen D., Mfg. Corp., 81 Prospect St., Brooklyn, N. Y.
Crowley, Henry L., & Co., 1 Central Ave., West Orange, N. J.
Guthman, Edwin I., Co., 400 S. Peoria St., Chicago, Ill.
Hammarlund Mfg. Co., 424 W. 33rd St., N. Y. C.
Sickles, F. W., Co., 300 Main St., Springfield, Mass.

CONVERTERS, ELECTRIC

Amplifier Engineering Co., 49 Church St., Boston, Mass.
Automatic Devices Co., 737 Hamilton St., Allentown, Pa.
Century Electric Co., 1806 Pine St., St. Louis, Mo.
Continental Electric Co., 50 Church St., N. Y. C.
Fidelity Electric Co., Lancaster, Pa.
Good-All Electric Mfg. Co., Ogallala, Neb.
Hertner Electric Co., 12690 Elmswood Ave., Cleveland.
Hirsch, Gustav, Organization, 309 S. Third St., Columbus, Ohio.
Hoffman-Soons, 387 First Ave., New York, N. Y.
Ideal Electric Mfg. Co., Mansfield, Ohio.
Janette Mfg. Co., 556 West Monroe St., Chicago.
Liberty Elec. Corp., 276 Culloden Rd., Stamford, Conn.
Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.
Northwestern Electric Co., 408 S. Hoyne Ave., Chicago, Ill.
Picture-Fone Co., 212 W. North St., Lima, Ohio.
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

COOLING, HEATING AND VENTILATING SYSTEMS

Adams Engineering Co., Inc., 55 W. 42nd St., N. Y. C.
Air Condition Engineering, 1523 E. 9th St., Los Angeles.
Airtherm Mfg. Co., 1474 Vandeventer St., St. Louis, Mo.
Allen Corp., 9756 Erwin St., Detroit, Mich.
American Blower Corp., 6000 Russell St., Detroit.
American Heating & Ventilating Co., 1505 Race St., Philadelphia, Pa.
American Refrigerating Systems, Inc., Wisconsin Rapids, Wis.
Atmospheric Conditioning Co., Broad and Chestnut Sts., Philadelphia, Pa.
Automatic Refrigerating Co., Inc., 618 Capitol Ave., Hartford, Conn.
Autovent Fan & Blower Co., 1807 N. Kostner Ave., Chicago, Ill.
Baker Ice Machine Co., Inc., 1601 Evans St., Omaha, Neb.
Ballantyne Co., 219 N. 16th St., Omaha, Neb.
Bayley Blower Co., 1817 S. 66th St., Milwaukee, Wis.
Bishop & Babcock Manufacturing Co., 4901 Hamilton Ave., N. E., Cleveland, Ohio.
Buckeye Blower Co., Columbus, Ohio.
Buffalo Forge Co., 448 S. Hill St., Los Angeles.
Carbondale Machine Corp., Harrison, N. J.
Carrier Corp., 850 Frelinghuysen Ave., Newark, N. J.
Cashin, W. D. Company, 69 A St., S. Boston, Mass.
Champion Blower & Forge Co., Harrisburg Ave., Lancaster, Pa.
Clarage Fan Co., 619 Porter St., Kalamazoo, Mich.
Consolidated Sales Corp., Davenport and 16th Sts., Omaha, Neb.
Control Corp. of America, 250 W. 57th St., New York City.
Cooling & Air Conditioning Corp., 908 Graybar Bldg., N. Y. C.
Cooling Tower Co., Inc., 15 John St., N. Y. City.
Coppus Engineering Corp., Worcester, Mass.
Crane Company, 836 S. Michigan Ave., Chicago.
Crook, H. E., Co., Inc., 28 Light St., Baltimore, Md.
Edwards Mfg. Co., 447 Eggleston Ave., Cincinnati, Ohio.
Frick Company, Waynesboro, Pa.
General Air Conditioning Co., Inc., 155 E. 44th St., New York, N. Y.
General Electric Co., Schenectady, N. Y.
General Refrigeration Sales Co., 120 Shirland Ave., Beloit, Wis.
Gilbert, Walter B., & Co., York, Pa.
Globe Ventilator Co., 205 River St., Troy, N. Y.
Good-All Electric Mfg. Co., Ogallala, Neb.
Grinnell Co., Inc., 260 W. Exchange St., Providence, R. I.
Icedaire, 252 W. 26th St., New York, N. Y.
Ilg Electric Ventilating Co., 2850 N. Crawford Ave., Chicago, Ill.
Independent Air Filter Co., 215 W. Ohio Street, Chicago, Ill.

Industrial Dryer Corp., Stamford, Conn.
Knowles Mushroom Ventilator Co., 41 N. Moore St., N. Y. C.
Kohler Co., Kohler, Wis.
Kooler-Aire Division, U. S. Air Conditioning Corp., Northwestern Terminal, Minneapolis, Minn.
Kroeschell Engineering Co., 2306 N. Knox Ave., Chicago.
Lakeside Ventilating Co., 220 Main St., Hermansville, Mich.
Leopold, C. S., 213 S. Broad St., Philadelphia, Pa.
Lippe Construction Corp., 17 West 60th St., New York, N. Y.
Master Fan Corp., 1323 Channing St., Los Angeles.
McClelland, H. S., 1930 S. Compton St., Los Angeles.
Milcor, S., Steel Co., 41st and Burnham St., Milwaukee, Wis.
Moses, Percival Robert, 11 Park Place, N. Y. C.
Nelsin, Herman, Corp., Moline, Ill.
N. E. Ventilating & Heating Co., Providence, R. I.
New York Blower Co., 3155 Shields Ave., Chicago.
Ozone Air, Inc., 308 Monroe Ave., Grand Rapids, Mich.
Reynolds Corp., 609 N. La Salle St., Chicago.
Royal Ventilator Co., 415 Locust St., Philadelphia.
Seymour, James M. Co., c/o U. S. Tool Co., Newark, N. J.
Shearer, B. F., Co., 2318 2nd Ave., Seattle, Wash.
Sturtevant, B. F., Co., Damon St., Hyde Park, Boston, Mass.
Supowitz, David, 246 S. 15th St., Philadelphia, Pa.
Supreme Heater & Ventilating Corp., 1915 Pine St., St. Louis.
Swartwout Co., 1831 Columbus Rd., Cleveland, O.

COVERS, CHAIR

Allied Cloth Specialties, Greenville, Ohio.
Buob & Scheu, 216 E. 14th St., Cincinnati, Ohio.
Florence Bedding Co., Florence, S. C.
General Seating Co., 2035 Charleston St., Chicago, Ill.
Goldie Linen Co., 14 W. Lake St., Chicago.
Good-All Electric Mfg. Co., Ogallala, Neb.
Hexter, S. M., & Co., 2810 E. Superior Ave., Cleveland, Ohio.
Hodes-Zink Mfg. Co., Fremont, Ohio.
Paramount Decorating Co., Inc., 311 N. 13th St., Philadelphia, Pa.
Pick, Albert, Co., Inc., 2159 Pershing Road, Chicago.
Valley Forge Flag Co., Spring City, Pa.
Windowcraft Valance & Drapery Co., 118 Euclid Ave., Cleveland.

CURTAINS AND DRAPERIES

A.A.A. Studios, Box 25, Station O., Cincinnati, Ohio.
Acme Scenic Studios, 2921 W. Van Buren St., Chicago, Ill.
Artloom Corp., Allegheny Ave., Philadelphia, Pa.
Beck Studios, 2001 Highland Ave., Cincinnati, Ohio.
BeHannesey Art Studios, 1122 N. Western Ave., Hollywood, Calif.
Blossom Mfg. Co., 79 Madison Ave., N. Y. C.
Brounet Studios, 1133 Broadway, New York, N. Y.
Channon, J. H. Corp., 7115 Hubbard St., Chicago.
Colonial Curtain Co., 23 East 20th St., N. Y. C.
English, John W., 15648 Euclid Ave., Cleveland, O.
Fowler's Scenic Studios, 60 W. 45th St., N. Y. C.
General Insulating Products Co., 8821 15th Ave., Brooklyn, N. Y.
Great Western Stage Equipment Co., 817 Holmes St., Kansas City, Mo.
Guercio & Barthel Co., 908 S. Wabash Ave., Chicago, Ill.
Haller Co., Inc., 788 Oak St., Columbus, Ohio.
Kansas City Scenic Co., 1002 E. 24th St., Kansas City, Mo.
Landish Studios, 40 Ames Ave., Rutherford, N. J.
Lash, Lee, Inc., 1476 Broadway, N. Y. C.
Lit Brothers, 8th and Market, Philadelphia, Pa.
Martin, William T., Studios, 4114 Sunset Blvd., Los Angeles.
Mandel Bros., Inc., State and Madison Sts., Chicago.
New York Studios, 328 W. 39th St., N. Y. C.
Novelty Scenic Studios, Inc., 320 W. 48th St., N. Y. C.
Nussbaumer, N. C., 2921 W. Van Buren St., Chicago, Ill.
Paramount Decorating Co., Inc., 311 N. 13th St., Philadelphia, Pa.
Pick, Albert Co., Inc., 2159 Pershing Road, Chicago.
Power, Robert E. Studios, 1717 Cordova St., Los Angeles, Cal.
Schell Scenic Studios, 581 High St., Columbus, O.
Shearer, B. F. Co., 2318 2nd Ave., Seattle, Wash.
Slater, William, Jr., Inc., 300 W. Austin Ave., Chicago, Ill.
Story Scenic Co., O. L., 21 Tufts St., Summerville Sta., Boston.
Theatrical Scenic & Properties Studios, 320 W. 48th St., New York, N. Y.
Throckmorton, Cleon, Inc., 102 W. 3rd St., N. Y. C.
Tiffin Scenic Studios, Tiffin, Ohio.
Twin City Scenic Co., 2819 Nicollet Ave., Minneapolis, Minn.
Variety Scenic Studios, Inc., 254 W. 54th St., N. Y. City.
Volland Studios, 3737 Cass Ave., St. Louis, Mo.
Weiss, I. & Sons, Inc., 445 W. 45th St., New York, N. Y.
Western Scenic Studio, 1196 32nd St., Oakland, Cal.
Werbe Scenic Studios, 1713 Central Ave., Kansas City, Kan.
Windowcraft Valance & Drapery Co., 118 Euclid Ave., Cleveland, Ohio.

CURTAIN CONTROLS

A.A.A. Studio, Box 25, Station O, Cincinnati, Ohio.
Acme Scenic Studios, 2921 W. Van Buren Street, Chicago, Ill.
Acme Stage Equipment Co., 191 Lafayette St., N. Y. City.
Automatic Devices Co., 737 Hamilton St., Allentown, Pa.
Beck Studios, 2001 Highland Ave., Cincinnati, Ohio.
Bruckner Mitchell, Inc., 132 W. 24th St., N. Y. C.
Channon Corp., J. H., 115 Hubbard St., Chicago.
Chicago Electric Sign Co., 2225 W. Grand Ave., Chicago.
Clark, Inc., Peter, 544 West 30th St., N. Y. C.
Colonial Curtain Co., 23 E. 20th St., New York, N. Y.
Elec-Tro-Fone Corp., 2490 University Ave., St. Paul, Minn.
Good-All Electric Mfg. Co., Ogallala, Neb.
Great Western Stage Equipment Co., 817 Holmes St., Kansas City, Mo.
Guercio & Barthel Co., 908 S. Wabash Ave., Chicago, Ill.
Haller Co., Inc., 788 Oak St., Columbus, Ohio.
Hoffman-Soons, 387 First Ave., New York, N. Y.

Hub Electric Corp., 2225 W. Grand Ave., Chicago.
Kansas City Scenic Co., 1002 East 24th St., Kansas City, Mo.
Martin, William T., Studios, 4114 Sunset Blvd., Los Angeles, Cal.
New York Studios, 328 W. 39th St., New York, N. Y.
Nussbaumer, N. C., 2921 W. Van Buren St., Chicago, Ill.
Ozone Air, Inc., 308 Monroe Ave., Grand Rapids, Mich.
Paramount Decorating Co., Inc., 311 N. 13th St., Philadelphia, Pa.
Power, Robert E., Studios, 1717 Cordova St., Los Angeles, Cal.
Richards-Wilcox Mfg. Co., Aurora, Ill.
Throckmorton, Cleon, Inc., 102 W. 3rd St., N. Y. C.
Tiffin Scenic Studios, Tiffin, Ohio.
Vallen, Inc., 225 Bluff St., Akron, Ohio.
Volland Studios, 3737 Cass Ave., St. Louis, Mo.
Weaver Manufacturing Co., Ltd., 1639 East 102nd St., Los Angeles, Cal.
Weiss, I. & Sons, Inc., 445 W. 45th St., New York, N. Y.
Western Scenic Studios, 1196 32nd St., Oakland, Cal.

DECORATORS, THEATER

A.A.A. Studios, Box 25, Station O., Cincinnati, O.
Architectural Decorating Co., 1600 S. Jefferson St., Chicago.
Artloom Corp., Allegheny Ave., Philadelphia, Pa.
Battisti Studios, 303 W. 42nd St., N. Y. C.
Bing, Ferdinand & Co.'s Successors, 67 Irving Pl., N. Y. C.
Brounet Studios, 1133 Broadway, N. Y. C.
Civic Theaters Corp., Webb City, Mo.
Colonial Curtain Co., 23 E. 20th St., New York, N. Y.
Cole & Co., C. W., 320 E. 12th St., Los Angeles.
Dazian's, Inc., 142 W. 44th St., N. Y. C.
Decorative Studios Associates, 5471 Coral St., Pittsburgh, Pa.
Decorators Supply Co., 2547 Archer Ave., Chicago.
Formica Insulation Co., 4645 Spring Grove Ave., Cincinnati, Ohio.
Frost Veneer & Plywood Co., Sheboygan, Wis.
General Insulating Products Co., 8821—15th Ave., Brooklyn, N. Y.
Hockaday, Inc., 20 N. Wacker Drive, Chicago.
Jones Decorating Co., Inc., 752 S. San Pedro St., Los Angeles.
King Scenic Co., 2545 Elm St., Dallas, Tex.
Libman-Spanjer Corp., 1600 Broadway, New York, N. Y.
Los Angeles Scenic Studios, Inc., 1215 Bates St., Los Angeles.
Loyal Metal Products Corp., 95 Lorimer St., Brooklyn, N. Y.
McCallum Company, 133 7th St., Pittsburgh.
Mandel Bros., Inc., State and Madison Sts., Chicago.
Metallon Corp., 101 Dobbin St., Brooklyn, N. Y.
Metro Flag-Banner Co., 17 W. 28th St., New York, N. Y.
Monarch Studios, Inc., 101 Park Ave., New York City.
National Rug Mills, Inc., 2494 S. Fifth Street, Milwaukee, Wis.
Novelty Scenic Studios, Inc., 320 W. 48th St., N. Y. C.
Paramount Decorating Co., Inc., 311 N. 13th St., Philadelphia, Pa.
Power, Robert E., Studios, 1717 Cordova St., Los Angeles, Cal.
Rambusch Decorating Co., 2 W. 45th St., N. Y. C.
Rigamount, Victor A., 5471 Coral St., Pittsburgh, Pa.
Shearer, B. F. & Co., 2318 Second Ave., Seattle.
Supowitz, David, 246 S. 15th St., Philadelphia, Pa.
Throckmorton, Cleon, Inc., 102 W. 3rd St., N. Y. C.
Torstenson, J. A., 860 Fletcher St., Chicago.
Valley Forge Flag Co., Spring City, Pa.
Voigt Company, 12th and Montgomery Aves, Philadelphia.
Weiss, I. & Sons, Inc., 445 W. 45th St., New York, N. Y.

DEODORANTS

Best Chemical Co., 287 Summer Ave., Allentown, Pa.
Florozone, Inc., 6228 Forest Ave., Brooklyn, N. Y.
Fulton, E. E., Co., 1018 S. Wabash Ave., Chicago, Ill.
Hewes-Gotham Co., 520 W. 47th St., N. Y. C.
Rochester Germicide Co., Inc., Rochester, N. Y.
Rosco Laboratories, 367 Hudson Ave., Brooklyn, N.Y.
Sanozone Co., 1127 Roy St., Philadelphia, Pa.
West Disinfecting Co., 42-16 Barn St., Long Island City, N. Y.

DIALS AND KNOBS

Gits Molding Corp., 1848 S. Kilbourn Ave., Chicago, Ill.
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
Premier Crystal Labs., 719 Pulitzer Bldg., N. Y. C.

DOORS, FIREPROOF

Art Metal Construction Co., Jones and Gifford Ave., Jamestown, N. Y.
Dahlstrom Metallic Door Co., 431 Buffalo St., Jamestown, N. Y.
Edwards Mfg. Co., 447 Eggleston Ave., Cincinnati, Ohio.
Empire Door Co., Inc., 226 E. 144th St., New York, N. Y.
General Insulating Products Co., 8821—15th Ave., Brooklyn, N. Y. C.
Globe Automatic Sprinkler Co., 250 Park Ave., New York, N. Y.
Illinois Bronze & Iron Works, 917 S. Kildare Ave., Chicago, Ill.
Lutz, Albert A. Co., Inc., 300 Madison Ave., New York, N. Y.
Missouri Fire Door and Cornice Co., 3144 Easton Ave., St. Louis.
Moeschl-Edwards Corrugating Co., 812 Russell St., Covington, Ky.
Overly Manufacturing Co., Greenburg, Pa.
Reliance Specialties Mfg. Co., Inc., 95 Dobbin St., Brooklyn, N. Y.
Richards Wilcox Mfg. Co., Aurora, Ill.
Variety Fire Door Co., 2958 Carroll Ave., Chicago.
York Safe & Lock Co., York, Pa.

ELECTRICAL CONTRACTORS

Alexander, Harry, Inc., 330 Fifth Ave., N. Y. C.
Battle, Robert, 250 W. 31st St., N. Y. C.
Cinema Studios Supply Corp., 1438 N. Beachwood Drive, Hollywood.
Edwards Electrical Construction Co., 70 E. 45th St., N. Y. C.
E-J Electric Installation Co., 227 E. 45th St., N. Y. C.

Electric Lighting Supplies, 206 W. 3rd St., Los Angeles.
Hanft, Harry A., 142 W. 17th St., N. Y. C.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.
Hoffmann-Soons, 387 First Ave., N. Y. C.
Lutz, Albert A. Co., Inc., 300 Madison Ave., New York, N. Y.
Newmark, Morris, & Brother, 1814 Ludlow St., Philadelphia.
Pierce Electric Co., 367 W. Adams St., Chicago.

ELECTRICAL MEASURING EQUIPMENT

Boonton Radio Corp., Fanny Road, Boonton, N. J.
Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.
Continental Electric Co., Geneva, Ill.
Daven Co., The, 158 Summit St., Newark, N. J.
Delta Radio Co., 135 Liberty St., N. Y. C.
Deutschmann, Tobe, Canton, Mass.
Fairchild Aerial Camera Corp., 62-10 Woodside Ave., Woodside, N. Y.
General Radio Co., 30 State St., Cambridge, Mass.
Million Radio & Television Labs., 595 N. Union St., Chicago, Ill.
Premier Crystal Labs., 719 Pulitzer Bldg., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Radio Engineering Labs., Inc., 25-14 41st Ave., Long Island City, N. Y.
Skifter, Hector R., St. Paul Hotel, St. Paul, Minn.
Superior Instruments Corp., 136 Liberty St., N. Y. C.
Supreme Instruments Corp., Greenwood, Miss.
Tech Laboratories, 703 Newark Ave., Jersey City, N. J.
Triplett Electrical Instrument Co., Harmon Rd., Bluffton, Ohio.
Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Wright's Electrical Instrument Laboratories, Reed College, Portland, Ore.
Weston Electrical Instrument Corp., 614 Freylinghusen Ave., Newark, N. J.

ELEVATORS

A. B. See Elevator Co., Inc., 419 Fourth Ave., N. Y. C.
Atlantic Elevator Co., D St. and Erie Ave., Philadelphia, Pa.
Bruckner-Mitchell, Inc., 132 W. 24th St., N. Y. C.
Clark, Peter, Inc., 544 W. 30th St., N. Y. C.
Flour City Ornamental Iron Works, 2637 27th Ave., Minneapolis, Minn.
General Electric Co., Schenectady, N. Y.
Gurney Elevator Co., 109 W. 64th St., N. Y. C.
Otis Elevator Company, 26th and 11th Ave., N. Y. C.
Warsaw Elevator Co., Warsaw, N. Y.
Westinghouse Elect. & Mfg. Co., E. Pittsburgh, Pa.

EQUALIZERS

Daven Co., The, 158 Summit St., Newark, N. J.
Emar Instrument Corp., 29 W. 57th St., N. Y. C.
Sound Apparatus Co., 150 W. 46th St., N. Y. C.
Tech Laboratories, 703 Newark Ave., Jersey City, N. J.
United Transformer Corp., 72 Spring St., N. Y. C.

FANS

Allen Corp., 9756 Erwin St., Detroit, Mich.
American Blower Corp., 6000 Russell St., Detroit.
Autovent Fan and Blower Co., 1807 N. Kostner Ave., Chicago, Ill.
Ballantyne Co., 219 N. 16th St., Omaha, Neb.
Bayley Blower Co., 1817 S. 66th St., Milwaukee, Wis.
Berry, A. Hun Fan Co., 28 Binford St., Boston.
Buckeye Blower Co., Columbus, Ohio.
Buffalo Forge Co., 448 S. Hill St., Los Angeles, Cal.
Century Electric Co., 1806 Pine St., St. Louis.
Champion Blower & Forge Co., Harrisburg Avenue, Lancaster, Pa.
Clarage Fan Co., 619 Porter St., Kalamazoo, Mich.
Consolidated Sales Corp., Davenport and 16th Sts., Omaha, Neb.
Fidelity Electric Co., Lancaster, Pa.
Garden City Fan Co., 332 S. Michigan Ave., Chicago, Ill.
General Electric Co., Schenectady, N. Y.
Gilbert, Walter B. & Co., York, Pa.
Good-All Electric Mfg. Co., Ogallala, Neb.
Guth, Edwin F., & Co., 2615 Washington Ave., St. Louis, Mo.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.
Hoffman-Soons, 387 First Ave., New York, N. Y.
Ilg Electric Ventilating Co., 2850 N. Crawford Ave., Chicago, Ill.
Master Fan Corp., 1323 Channing St., Los Angeles, Cal.
N. E. Ventilating & Heating Co., Providence, R. I.
New York Blower Co., 3155 Shields Ave., Chicago.
Pitt Corp., 209 W. 19th Terrace, Kansas City, Mo.
Robbins & Myers, Inc., Springfield, Ohio.
Royal Ventilator Co., 415 Locust St., Philadelphia, Pa.
Sturtevant, B. F., Co., Damon St., Hyde Park, Boston, Mass.
Typhoon Air Conditioning Co., 252 W. 26th St., New York, N. Y.
Vallen, Inc., 225 Bluff St., Akron, Ohio.
Wagner Electric Corp., 6400 Plymouth Ave., St. Louis.
Western Rotary Ventilator Co., 1720 E. 14th St., Los Angeles, Cal.
Westinghouse Elect. & Mfg. Co., E. Pittsburgh, Pa.

FILTERS, INTERFERENCE

Deutschmann, Tobe, Canton, Mass.

FIRE EXTINGUISHERS

C-O-Two Fire Equipment Co., Pyrene Bldg., Newark, N. J.
Film Treatizor Corp., 117 W. 63rd St., N. Y. C.
Globe Automatic Sprinkler Co., 250 Park Ave., New York City.
Harker Mfg. Co., 131 W. Third St., Cincinnati, O.
Hewes-Gotham Co., 520 W. 47th St., N. Y. C.
Pyrene Mfg. Co., 560 Belmont Ave., Newark, N. J.
Wirt & Knox Mfg. Co., 23rd and York Sts., Philadelphia, Pa.

FIREPROOF AND SOUND-RETARDING DOORS

Evanston Sound-Proof Door Co., 1500 Lincoln St., Evanston, Ill.

FIXTURES (BRASS, BRONZE, IRON)

Art Metal Construction Co., Jones and Gifford Ave., Jamestown, N. Y.
Barnum, E. T. Iron & Wire Works, 6100 Linwood Ave., Detroit, Mich.
Caldwell, Edward F. & Co., Inc., 36 W. 15th St., N. Y. C.
Central Brass Mfg. Co., 2950 E. 55th St., Cleveland.
Chicago Architectural Bronze Co., 1019 W. Lake St., Chicago, Ill.
Cornell Iron Studio, Inc., 4630 Pascall Ave., Philadelphia.
Flour City Ornamental Iron Works, 2637—27th Ave., Minneapolis.
General Bronze Corp., 34-19 10th Ave., Long Island City, N. Y.
Gorham Co., Elmwood Station, Providence, R. I.
Guth, Edwin F., Co., 2615 Washington Ave., St. Louis, Mo.
Illinois Bronze & Iron Works, 917 S. Kildare Ave., Chicago.
Moynahan Ornamental Metals Co., 2658 Porter St., Detroit, Mich.
Newman Bros., Inc., 660 W. Fourth St., Cincinnati, Ohio.
Olson, C. W., Mfg. Co., 1300 E. Quincey St., Minneapolis.
Pearlman, Victor S. Corp., 208 N. Michigan Ave., Chicago, Ill.
Southern Brass Mfg. & Plating Co., 6614 Harrisburg Blvd., Houston, Texas.

FIXTURES, LIGHTING

Adapti Co., 2996 East 72nd St., Cleveland, Ohio.
Alloy Metal Products Co., 800 E. Florence Ave., Los Angeles.
Belson Mfg. Co., 800 Sibley St., Chicago, Ill.
Borg, George W., Corp., Art Lamp Mfg. Division, 469 E. Ohio St., Chicago, Ill.
Caldwell, Edward F. & Co., Inc., 38 W. 15th St., N. Y. C.
Capitol Stage Lighting Co., 626—10th Ave., New York, N. Y.
Century Lighting Equipment, Inc., 419 W. 55th St., N. Y. C.
Cinema Props Co., 6161 Santa Monica Blvd., Los Angeles, Cal.
Claude Neon Lights, Inc., 41 E. 42nd St., N. Y. C.
Crystalite Products Corp., 1708 Standard Ave., Glendale, Cal.
Curtis Lighting, Inc., 1123 West Jackson Blvd., Chicago.
Erikson Electric Co., 6 Power House St., Boston.
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.
Gorham Co., Elmwood Station, Providence, R. I.
Guth, Edwin F., Co., 2615 Washington Ave., St. Louis, Mo.
Hanft, Harry A., 142 W. 17th St., N. Y. C.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.
Hub Electric Corp., 2225 W. Grand Ave., Chicago.
International Theater Accessories Corp., 1600 Broadway, N. Y. C.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. C.
Macbeth-Evans Glass Co., 19 W. 44th St., New York, N. Y.
Mandel Bros., Inc., State and Madison Sts., Chicago.
National Rug Mills, 2494 S. 5th St., Milwaukee, Wis.
Newcomb, F. J., Mfg. Co., 42 W. 13th St., N. Y. C.
Newman Bros., Inc., 660 W. Fourth St., Cincinnati, Ohio.
Newmark, Morris & Brother, 1814 Ludlow St., Philadelphia, Pa.
Pearlman, Victor S. Corp., 208 N. Michigan Ave., Chicago, Ill.
Power, Robert E. Studios, 1717 Cordova St., Los Angeles, Cal.
Rambush Decorating Co., 2 W. 45th St., N. Y. C.
Rialto Import Co., 135 W. 44th St., N. Y. C.
Roman Art Co., Inc., 2700 Locust Blvd., St. Louis, Mo.
S. O. S. Corp., 1600 Broadway, N. Y. C.
Sunlight Reflector Co., Inc., 226 Pacific St., Brooklyn, N. Y.
Viking Products Corp., 330 W. 42nd St., N. Y. C.
Voigt Company, 12th and Montgomery Aves., Philadelphia.

FIXTURES, PLUMBING

Crane Company, 836 S. Michigan Ave., Chicago, Ill.
Kohler Co., Kohler, Wis.
Liebich, H. & Co., 517 W. 181st St., N. Y. C.
Marietta Mfg. Corp., 3800 E. 16th St., Indianapolis.
Mock, Chas. Inc., 200 W. 101st St., N. Y. C.
Standard Sanitary Mfg. Co., Bessemer Bldg., Pittsburgh.

FLASHERS

Artkraft Sign Co., Lima, Ohio.
Burgess, C. F., Laboratories, Inc., Freeport, Ill.
Capitol Stage Lighting Co., 626—10th Ave., New York, N. Y.
Eagle Sign Co., 575 Albany St., Boston, Mass.
Eagle Signal Corp., Moline, Ill.
Gem Engineering Co., 185 Washington St., Hempstead, N. Y.
General Electric Co., Schenectady, N. Y.
Hartman Electrical Mfg. Co., E. Fifth St., Mansfield, Ohio.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.
Hub Electric Corp., 2225 W. Grand Ave., Chicago.
Lustrolite, Inc., Davenport, Ia.
Reynolds Electric Co., 2650 W. Congress St., Chicago.
Sign Animation Corp., 347 Madison Ave., N. Y. C.

FLOOR COVERING

American Mat Corp., 1717 Adams St., Toledo, O.
American Tile & Rubber Co., Perrine Ave., Trenton, N. J.
Armstrong Cork Products Co., Lancaster, Pa.
Artloom Corp., Allegheny Ave., Philadelphia, Pa.
Bonded Floors Co., Inc., Kearny, N. J.
Cochrane, Charles P., Co., Kensington Ave. and Butler St., Philadelphia, Pa.
Congoleum-Nairn, Inc., Kearny, N. J.
Dreadnought Flooring Co., Inc., 177 Broadway, N. Y. C.
Finck, S. Co., Inc., 177 Broadway, N. Y. C.
Harwick & Magee Co., 650 W. Lehigh Ave., Philadelphia, Pa.
Greater New York Carpet House, Inc., 244 W. 49th St., New York, N. Y.
Imperial Floor Co., Inc., 59 Halstead St., Rochester, N. Y.
Jackson, O. W., & Co., Inc., 290 Fifth Ave., N. Y. C.

Johns-Mansville Co., 22 E. 40th St., New York, N. Y.
Kennedy, David E., Inc., 58 Second Ave., Brooklyn, N. Y.
Mandel Bros., Inc., State and Madison Sts., Chicago.
Muller, Franklin R., Inc., Waukegan, Ill.
Paramount Decorating Co., Inc., 311 N. 13th St., Philadelphia, Pa.
Pick, Albert Co., Inc., 2159 Pershing Road, Chicago.
Power, Robert E. Studios, 1717 Cordova St., Los Angeles, Cal.
Puritan Rubber Mfg. Co., Perrine Ave., Trenton, N. J.
Slater, William, Jr., Inc., 300 W. Austin Ave., Chicago, Ill.
Sloane, W. & J., Selling Agents Division, 295 Fifth Ave., N. Y. C.
Scholes, William & Sons, Inc., 2nd St. and Indiana Ave., Philadelphia, Pa.
United States Rubber Products, Inc., 61 Hudson St., New York, N. Y.

FLOWERS, ARTIFICIAL

A. & B. Decorating Co., 1465 Sunset Blvd., Los Angeles, Cal.
Adler-Jones Co., 521 S. Wabash Ave., Chicago.
Benedict, E. E., 69 Center St., Waterbury, Conn.
Borgenski, J. S. Sons, 62 N. 13th St., Philadelphia, Pa.
Botanical Decorative Supply Co., 325 W. Madison St., Chicago.
Brazel Novelty Co., 4176 Apple St., Cincinnati.
Charrot, L. J. Co., Inc., 36 W. 37th St., N. Y. C.
Coast Flower Mfg. Co., 936 Maple Ave., Los Angeles.
Decorative Plant Co., Inc., 230 Fifth Ave., N. Y. C.
Ditmars & Reilly, 111 Fifth Ave., N. Y. C.
Felippelli General Flower & Decorating Co., Inc., 311 W. 50th St., N. Y. C.
Hayman & Lindenberg, 34 W. 33rd St., N. Y. C.
Landers, Bert A., Inc., 823 Los Angeles St., Los Angeles.
Leistner, Oscar, Inc., 321 West Randolph St., Chicago, Ill.
Links, Adolph, 4542 Hollywood Blvd., Los Angeles.
McCallum Company, 133 7th St., Pittsburgh, Pa.
McCormack, Eugene, Brookhaven, Miss.
Mandel Bros., Inc., State and Madison Sts., Chicago.
Neidinger, Joseph G. Co., 57 Barclay St., N. Y. C.
Pick, Albert, Co., 2159 Pershing Road, Chicago, Ill.
Randall Co., A. L., 729 South Wabash Ave., Chicago, Ill.
Schack Artificial Flower Co., 319 W. Van Buren Ave., Chicago.
Schneider, L., 6 Second St., N. Y. C.

FUSES

Littlefuse Laboratories, 4238 Lincoln Ave., Chicago, Ill.

GENERATORS

Amplifier Engineering Co., 49 Church St., Boston, Mass.
Automatic Devices Co., 737 Hamilton St., Allentown, Pa.
Carter Motor Co., 361 W. Superior, Chicago, Ill.
Century Electric Co., 1806 Pine St., St. Louis, Mo.
Cinema Sound Equipment Co., 8572 Santa Monica Blvd., Hollywood, Cal.
Cinema Studios Supply Corp., 1438 N. Beachwood Dr., Los Angeles, Cal.
Continental Electric Co., 50 Church St., N. Y. C.
Continental Electric Co., Inc., 323 Ferry St., Newark, N. J.
Fidelity Electric Co., Lancaster, Pa.
Gardiner, L. J., Co., 935 W. Goodale Blvd., Columbus, Ohio.
General Electric Co., Schenectady, N. Y.
Good-All Electric Mfg. Co., Ogallala, Neb.
Hallbertg, J. H., 303 Fourth Ave., N. Y. C.
Hertner Electric Co., 12690 Elmwood Ave., Cleveland, Ohio.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.
Hoffman-Soons, 387 First Ave., New York, N. Y.
Ideal Electric Mfg. Co., Mansfield, Ohio.
Janette Mfg. Co., 556 W. Monroe St., Chicago, Ill.
Liberty Electric Corp., 276 Culloden Rd., Stamford, Conn.
Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.
Mole-Richardson, Inc., 941 N. Sycamore Ave., Hollywood, Calif.
Northwestern Electric Co., 408 S. Hope Ave., Chicago.
Picture-Fone Co., 212 W. North St., Lima, Ohio.
Sarvas Electric Co., 60 Rutledge St., Brooklyn, N. Y.
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

HARD OF HEARING DEVICES

Acousticon Division of Dictograph Products Co., Inc., 580 Fifth Ave., N. Y. C.
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.
Electrical Research Products, Inc., 250 W. 57th St., New York, N. Y.
Gates Radio & Supply Co., Quincy, Ill.
Good-All Electric Mfg. Co., Ogallala, Neb.
Hearing Devices Co., Times Bldg., N. Y. C.
International Theater Accessories Corp., 1600 Broadway, N. Y. C.
Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.
RCA Manufacturing Co., Inc., Camden, N. J.
S. O. S. Corp., 1600 Broadway, N. Y. C.
Sonotone Corp., 19 W. 44th St., N. Y. C.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Universal Microphone Co., Ltd., 424 Warren Lane, Inglewood, Calif.
Western Electric Co., 195 Broadway, N. Y. C.

HARDWARE, RADIO

American Radio Hardware Co., Inc., 475 Broadway, N. Y. C.

HEADPHONES

Brush Development Co., E. 40th and Perkins Ave., Cleveland, Ohio.
Cannon Co., C. F., Main St., Springwater, N. Y.
Chicago Telephone Supply Co., 1142-1228 W. Beardsley Ave., Elkhart, Ind.
Quam-Nichols Co., 33rd Pl. and Cottage Grove Ave., Chicago, Ill.

HEATERS, ORGAN

Automatic Electric Heater Co., 1524 Race St., Philadelphia.
Hoffman-Soons, 387 First Ave., New York, N. Y.
Kausalite Mfg. Co., 8129 Rhodes Ave., Chicago.

Prometheus Electric Corp., 358 W. 13th St., N. Y. City.

HORNS AND SPEAKERS

A-C Masterpack Co., Duncan, Okla.
American Radio Speaker Corp., 443 Hudson Ave., Brooklyn, N. Y.
Amplion Products Corp., 38 West 21st St., N. Y. C.
Amplifier Engineering Co., 49 Church St., Boston, Mass.
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.
Ballantyne Co., 219 N. 16th St., Omaha, Neb.
Cinaudagraph Corp., Stamford, Conn.
Consolidated Theater Supply Corp., 1600 Broadway, N. Y. C.
Duhem M. P. Mfg. Co., 135 Hayes St., San Francisco, Cal.
Electrical Research Products, Inc., 250 W. 57th St., New York City.
Federated Purchaser, Inc., 25 Park Place, New York.
Good-All Electric Mfg. Co., Ogallala, Neb.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.
International Theater Accessories Corp., 1600 Broadway, N. Y. C.
Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago, Ill.
Mellaphone Corp., 65 Atlantic Ave., Rochester, N.Y.
Miles Reproducer Co., Inc., 112 W. 14th St., New York, N. Y.
Motiograph, Inc., 4431 W. Lake St., Chicago.
Motion Picture Accessory Co., 2200 S. Vermont Ave., Los Angeles.
Operadio Mfg. Co., St. Charles, Ill.
Pacent Engineering Corp., 79 Madison Ave., New York, N. Y.
Picture-Fone Co., 212 W. North St., Lima, Ohio.
Platter Sound Products Corp., North Vernon, Ind.
Racon Electric Co., Inc. 52 E. 19th St., New York, N. Y.
Royal Zenith Sound Projectors, Inc., 33 W. 60th St., N. Y. C.
RCA Manufacturing Co., Inc., Camden, N. J.
S. O. S. Corp., 1600 Broadway, N. Y. C.
Silver-Marshall, Inc., 6401 West 65th St., Chicago, Ill.
Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Road, Rochester, N. Y.
Toledo Sound Equipment Labs., 1215 Jackson St., Toledo, Ohio.
Utah Radio Products Co., 820 Orleans Ave., Chicago.
Webster Electric Co., 100 Varick St., New York, N. Y.
Wenzel Co., 2059 S. State St., Chicago, Ill.
Western Electric Co., 195 Broadway, N. Y. C.
Wright De Coster, Inc., 2233 University Ave., St. Paul, Minn.

INSULATED TUBING

Brand, William, & Co., 276 Fourth Ave., N. Y. C.
Bentley, Harris Mfg. Co., Hector and Lime Sts., Conshohocken, Pa.

INSULATORS

Acme Wire Co., 1255 Dixwell Ave., New Haven, Conn.
Corning Glass Works, Corning, N. Y.
Crowley, Henry L., & Co., 1 Central Ave., West Orange, N. J.
Gits Molding Corp., 4600 W. Huron St., Chicago, Ill.
Isolantite, Inc., 233 Broadway, N. Y. C.
Johnson, E. F., Co., Waseca, Minn.
Lapp Insulator Co., Gilbert St., LeRoy, N. Y.
Locke Insulator Corp., S. Charles and Cromwell, Baltimore, Md.

INTEROFFICE COMMUNICATION SYSTEMS

American Carrier Call, 39 W. 60th St., N. Y. C.
Carter Motor Co., 361 W. Superior St., Chicago, Ill.
Dictograph Corp., 580 Fifth Ave., N. Y. C.
Million Radio & Television Labs., 595 N. Union St., Chicago, Ill.
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.
Piezoelectric Labs., 612 Rockland Ave., New Dorp, S. I., N. Y.
Radolek Co. Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.

IRON WORK, ARCHITECTURAL

Barnum, E. T. Iron & Wire Works, 6100 Linwood Ave., Detroit, Mich.
Caldwell, Edward F., & Co., Inc., 38 West 15th St., N. Y. C.
Flour City Ornamental Iron Works, 2637 27th Ave., Minneapolis.
Gluckmann Bros., 588 Eleventh Ave., New York, N. Y.
Illinois Bronze & Iron Works, 917 S. Kildare Ave., Chicago, Ill.
Lippe Construction Corp., 17 W. 60th St., New York, N. Y.
Lutz, Albert A. Co., Inc., 300 Madison Ave., New York, N. Y.
Moynahan Ornamental Metals Co., 2658 Porter St., Detroit, Mich.
Newman Bros., Inc., 660 W. Fourth St., Cincinnati, Ohio.
Perlman, A., Iron Works, Inc., 1735 W. Farms Road, N. Y. C.
Riverside Steel Co., Wheeling, W. Va.
Rogers Schmitt Wire & Iron Works, 1815 N. 23rd St., St. Louis, Mo.
Smith, F. P., Wire & Iron Works, 2346 Clybourn Ave., Chicago, Ill.

JACKS AND PLUGS

Alden Products Co., 715 Centre, Brockton, Mass.
Birnbach Radio Co., 145 Hudson St., N. Y. C.
Eby, Hugh H., Co., 2066 Hunting Park Ave., Philadelphia, Pa.
General Radio, 30 State St., Cambridge, Mass.
Johnson, E. F., Co., Waseca, Minn.
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
Utah Radio Products Co., The, 812 Orleans St., Chicago, Ill.

LAMPS, INCANDESCENT

Caldwell, Edward F. & Co., 38 W. 15th St., New York, N. Y.
Capitol Stage Lighting Co., 626 10th Ave., New York, N. Y.
Century Lighting Equipment, Inc., 419 W. 55th St., N. Y. C.
Chicago Cinema Products Co., 1750 N. Springfield Ave., Chicago, Ill.

Cinema Studios Supply Corp., 1438 N. Beachwood Dr., Los Angeles, Cal.

Guercio & Barthel Co., 908 S. Wabash Ave., Chicago, Ill.

Hanft, Harry A., 142 W. 17th St., N. Y. C.

Incandescent Lamp Dept., General Electric Co., 570 Lexington Ave., New York, N. Y.

Incandescent Lamp Dept., General Electric Co., Nela Park, Cleveland, Ohio.

Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.

Mole-Richardson, Inc., 941 N. Sycamore Ave., Hollywood, Cal.

Olesen, Otto K., Illuminating Co., 1560 N. Vine St., Hollywood, Cal.

Preddey, Walter G., 187 Golden Gate Ave., San Francisco, Cal.

Shearer, B. F., Co., 2318 2nd Ave., Seattle, Wash.

Standard Electric Lamp Co., 117 W. Austin Ave., Chicago, Ill.

Standard Ticket Register Corp., 1600 Broadway, New York, N. Y.

Westinghouse Lamp Co., 30 Rockefeller Plaza, N. Y. C.

LIGHTING

Belson Mfg. Co., 800 Sibley St., Chicago, Ill.

Burke & James, 223 W. Madison, Ave., Chicago.

Caldwell, Edward F. & Co., 38 W. 15th St., New York, N. Y.

Capitol Stage Lighting Co., 626 10th Ave., New York, N. Y.

Century Lighting Equipment, Inc., 419 W. 55th St., N. Y. C.

Cinema Studios Supply Co., 1438 N. Beachwood Dr., Los Angeles.

Chicago Cinema Products Co., 1750 N. Springfield Ave., Chicago, Ill.

Duhem M. P. Mfg. Co., 135 Hayes St., San Francisco, Cal.

Duwico, 315 W. 47th St., N. Y. C.

E-J Electric Installation Co., 227 E. 45th St., N. Y. C.

Electric Lighting Supplies, 206 W. 3rd St., Los Angeles.

Electrical Products Corp., 1128 Venice Blvd., Los Angeles.

Guth, Edwin F., Co., 2615 Washington Ave., St. Louis, Mo.

Hanft, Harry A., 142 W. 17th St., N. Y. C.

Hewes-Gotham Co., 520 W. 47th St., N. Y. C.

Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.

Hub Electric Corp., 2225 W. Grand Ave., Chicago.

Hoffman-Soons, 387 First Ave., New York, N. Y.

Holzmueller, C. J., 1108 Howard St., San Francisco, Calif.

Incandescent Lamp Dept., General Electric Co., Nela Park, Cleveland, Ohio.

Kliegl Bros., Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. C.

Lippe Construction Corp., 17 W. 60th St., New York, N. Y.

Macbeth-Evans Glass Co., 19 W. 44th St., New York, N. Y.

Mole-Richardson, Inc., 941 N. Sycamore Ave., Hollywood.

Motion Picture Lighting & Equipment Corp., 244 W. 49th St., New York, N. Y.

Newmark, Morris & Brother, 1814 Ludlow St., Philadelphia, Pa.

Olesen, Otto K., Illuminating Co., 1560 Vine St., Hollywood.

Pierce Electric Co., 367 W. Adams St., Chicago, Ill.

Reflector & Illuminating Co., 1431 W. Hubbard St., Chicago, Ill.

Sunlight Reflector Co., Inc., 226 Pacific Street, Brooklyn, N. Y.

Universal Motor Co., Universal Drive, Oshkosh, Wis.

Voigt Company, 12th and Montgomery Aves., Philadelphia, Pa.

Wagner-Woodruff Co., 830 S. Oliver St., Los Angeles.

Welsh, J. H., 503 W. 43rd St., N. Y. C.

Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.

Wohl Lamp Co., 55 E. 11th St., N. Y. C.

LIGHTING EQUIPMENT, STAGE

Acme Scenic Studios, 2921 W. Van Buren St., Chicago, Ill.

Beck Studios, 2001 Highland Ave., Cincinnati, O.

Belson Mfg. Co., 800 Sibley St., Chicago.

Brenkert Light Projection Co., 7348 St. Aubin Ave., Detroit, Mich.

Caldwell, Edward F. & Co., 38 W. 15th St., New York, N. Y.

Capitol Stage Lighting Co., 626 10th Ave., N. Y. C.

Century Lighting Equipment, Inc., 419 W. 55th St., N. Y. C.

Channon, J. H. Corp., 115 Hubbard St., Chicago.

Chicago Cinema Products Co., 1750 N. Springfield Ave., Chicago.

Chicago Stage Lighting Co., Inc., 115 W. Hubbard St., Chicago.

Cinema Studios Supply Co., 1438 N. Beachwood Dr., Los Angeles.

Curtis Lighting, Inc., 1123 W. Jackson Blvd., Chicago.

Cutler-Hammer, Inc., N. 12th St. and W. St. Paul Ave., Milwaukee, Wis.

Display Stage Lighting Co., 442 W. 45th St., N. Y. C.

Duhem Mfg. Co., 135 Hayes St., San Francisco, Cal.

Duwico, 315 W. 47th St., N. Y. C.

E-J Electric Installation Co., 227 E. 45th St., N. Y. C.

Edwards Electrical Construction Co., 70 E. 45th St., N. Y. C.

Erikson Electric Co., 6 Power House St., Boston.

Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.

General Electric Co., Schenectady, N. Y.

Great Western Stage Equipment Co., 817 Holmes St., Kansas City, Mo.

Holzmueller, C. J., 1108 Howard St., San Francisco, Cal.

Hub Electric Corp., 2225 W. Grand Ave., Chicago.

Kansas City Scenic Co., 1002 E. 24th St., Kansas City, Mo.

Kliegl Bros. Universal Electric Stage Lighting Co. Inc., 321 W. 50th St., N. Y. C.

Los Angeles Scenic Studios, Inc., 1215 Bates St., Los Angeles, Cal.

Macbeth-Evans Glass Co., 19 W. 44th St., New York, N. Y.

Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.

Martin, William T., Studios, 4114 Sunset Blvd., Los Angeles.

Metropolitan Electric Mfg. Co., Boulevard and 14th St., Long Island City, N. Y.

Motion Picture Lighting & Equipment Corp., 244 W. 49th St., New York, N. Y.

Olesen, Otto K., Illuminating Co., 1560 Vine St., Hollywood.

Ruby Camera Exchange, 729 Seventh Ave., N. Y. C.
Sunlight Reflector Co., Inc., 226 Paciic St., Brooklyn, N. Y.
Theater Equipment Supply Co., 121 Golden Gate Ave., San Francisco.
Throckmorton, Cleon, Inc., 102 W. 3rd St., N. Y. C.
Tiffin Scenic Studios, Tiffin, Ohio.
Ward-Leonard Electric Co., 37 South St., Mt. Vernon, N. Y.
Westinghouse Electric & Mfg. Co., E. Pittsburgh.
Wheeler Reflector Co., 275 Congress St., Boston, Mass.
Wurdack, Wm., Elec. Mfg. Co., 4444 Clayton Ave., St. Louis.

LIGHTING SYSTEMS, EMERGENCY

Crescent Emergency Safety Light Corp., Berwick, Pa.
Electric Storage Battery Co., 19th and Allegheny Aves., Philadelphia, Pa.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.
Hollingsworth Co., 1725 Sansom St., Phila., Pa.
Kohler Co., Kohler, Wis.
Newmark, Morris & Brother, 1814 Ludlow St., Philadelphia, Pa.
Olesen, Otto K., Illuminating Co., 1560 N. Vine St., Hollywood, Cal.
Ruby Camera Exchange, 729 Seventh Ave., N. Y. C.
Universal Motor Co., Universal Drive, Oshkosh, Wis.
Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.

LIGHTS, FLOOD

Belson Mfg. Co., 800 Sibley St., Chicago.
Brenkert Light Projection Co., 7348 St. Aubin Ave., Detroit, Mich.
Capitol Stage Lighting Co., 626 10th Ave., N. Y. C.
Century Lighting Equipment, Inc., 419 W. 55th St., N. Y. C.
Caldwell, Edward F., & Co., 38 W. 15th St., New York, N. Y.
Capitol Stage Lighting Co., 626 10th Ave., New York, N. Y.
Century Lighting Equipment, Inc., 419 W. 55th St., N. Y. C.
Cinema Studios Supply Co., 1438 N. Beachview Dr., Los Angeles.
Chicago Cinema Products Co., 1750 N. Springfield Ave., Chicago, Ill.
Duhem M. P. Mfg. Co., 135 Hayes St., San Francisco, Cal.
Duwico, 315 W. 47th St., N. Y. C.
E-J Electric Installation Co., 227 E. 45th St., N. Y.
Electric Lighting Supplies, 206 W. 3rd St., Los Angeles.
Electrical Products Corp., 1128 Venice Blvd., Los Angeles.
Guth, Edwin F., Co., 2615 Washington Ave., St. Louis, Mo.
Hanft, Harry A., 142 W. 17th St., N. Y. C.
Hewes-Gotham Co., 520 W. 47th St., N. Y. C.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.
Hub Electric Corp., 2225 W. Grand Ave., Chicago.
Hoffman-Soons, 387 First Ave., New York, N. Y.
Holzmueller, C. J., 1108 Howard St., San Francisco, Cal.
Incandescent Lamp Dept., General Electric Co., Nela Park, Cleveland, Ohio.
Kliegl Bros., Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. C.
Lippe Construction Corp., 17 W. 60th St., New York, N. Y.
Macbeth-Evans Glass Co., 19 W. 44th St., New York, N. Y.
Mole-Richardson, Inc., 941 N. Sycamore Ave., Hollywood.
Motion Picture Lighting & Equipment Corp., 244 W. 49th St., New York, N. Y.
Newmark, Morris & Brother, 1814 Ludlow St., Philadelphia, Pa.
Olesen, Otto K., Illuminating Co., 1560 Vine St., Hollywood.
Sunlight Carbon Arc Corp., 1246 W. 6th St., Los Angeles.
Westinghouse Electric & Mfg. Co., E. Pittsburgh.
Wheeler Reflector Co., 275 Congress St., Boston, Mass.
Wohl Lamp Co., 55 E. 11th St., N. Y. C.

LIGHTS, SPOT

Belson Mfg. Co., 800 Sibley St., Chicago.
Best Devices Co., 10516 Western Ave., Cleveland, Ohio.
Brenkert Light Proj. Co., 7348 St. Aubin Ave., Detroit, Mich.
Burke & James, 223 W. Madison Ave., Chicago, Ill.
Capitol Stage Lighting Co., 626 10th Ave., N. Y. C.
Century Lighting Equipment, Inc., 419 W. 55th St., N. Y. C.
Chicago Cinema Products Co., 1750 N. Springfield Ave., Chicago.
Chicago Elec. Sign Co., 2225 W. Grand Ave., Chicago, Ill.
Chicago Stage Lighting Co., 115 W. Hubbard St., Chicago, Ill.
Electrical Products Co., 1128 Venice Blvd., Los Angeles.
Erickson Electric Co., 6 Power House St., Boston, Mass.
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.
Golde Mfg. Co., 1728 N. Damen Ave., Chicago, Ill.
Great Western Stage Equipment Co., 817 Holmes St., Kansas City, Mo.
Hall & Connolly, Inc., 24 Van Dam St., N. Y. C.
Hewes-Gotham Co., 520 W. 47th St., N. Y. C.
Hoffman-Soons, 387 First Ave., New York, N. Y.
Hub Electric Corp., 2225 W. Grand Ave., Chicago, Ill.
Kliegl Bros., Universal Electric Stage Lighting Co., 321 W. 50th St., N. Y. C.
Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.
Mole-Richardson, Inc., 941 N. Sycamore Ave., Hollywood, Cal.
Motion Picture Lighting & Equipment Corp., 244 W. 49th St., New York, N. Y.
Neumade Products Corp., 427 W. 42nd St., New York, N. Y.
Newmark, Morris & Brother, 1814 Ludlow St., Philadelphia, Pa.
Olesen, Otto K., Illuminating Co., 1560 N. Vine St., Hollywood, Cal.
Preddey, Walter G., 187 Golden Gate Ave., San Francisco, Cal.
Reflector & Illuminating Co., 1431 W. Hubbard St., Chicago.
Shearer, B. F. Co., 2318 2nd Ave., Seattle, Wash.
Standard Electric Lamp Co., 117 W. Austin Ave., Chicago, Ill.
Standard Ticket Register Corp., 1600 Broadway, New York, N. Y.
Wohl Lamp Co., 55 E. 11th St., N. Y. C.

LOUD SPEAKERS

Atlas Sound Corp., 1451—39th St., Brooklyn, N. Y.
Cinaudagraph Corp., Stamford, Conn.
Hawley Products Co., 201 N. First Ave., St. Charles, Ill.
Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago, Ill.
Lansing Mfg. Co., Los Angeles, Cal.
Lifetime Corp., The, 1010 Madison Ave., Toledo, Ohio.
Magnavox Co., The, 2131 Bueter Rd., Fort Wayne, Ind.
Oxford Tartak Radio Corp., 915 Van Buren St., Chicago, Ill.
Premier Products, Inc., 915 W. Van Buren St., Chicago, Ill.
Quam-Nichols Co., 33rd Place and Cottage Grove Ave., Chicago, Ill.
Racon Electric Co., Inc., 52 E. 19th St., N. Y. C.
Radio Speakers, Inc., 1338 S. Michigan Ave., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Utah Radio Products Co., 812 Orleans St., Chicago, Ill.
Vibro-Master, Inc., 2744 Broadway, N. Y. C.

METAL PANELS, RACKS AND CABINETS

Atlas Sound Corp., 1451—39th St., Brooklyn, N. Y.
Guthman, Edwin J., & Co., Inc., 400 S. Peoria St., Chicago, Ill.
Par-Metal Products Corp., 3525—41st St., Long Island City, N. Y.
Radio Engineering Labs., 25-14—41st St., Long Island City, N. Y.

METERS

Andrew, Victor J., 7221 S. Francisco Ave., Chicago, Ill.
Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Superior Instruments Co., 136 Liberty St., N. Y. C.
Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.

MICA

Brand, William & Co., 276 Fourth Ave., N. Y. C.

MICROPHONES

Allied Phonograph & Record Mfg. Co., 1041 No. Las Palmas Ave., Hollywood, Cal.
American Microphone Co., 1915 S. Western Ave., Los Angeles, Cal.
Atlas Sound Corp., 1451—39th St., Brooklyn, N. Y.
Amperite Company, 561 Broadway, N. Y. C.
Astatic Microphone Laboratory, Inc., 830 Market St., Youngstown, Ohio.
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C.
Brush Development Co., The, E. 40th and Perkins Ave., Cleveland, Ohio.
Fairchild Aerial Camera Corp., 62-10 Woodside Ave., Woodside, N. Y.
Lifetime Corp., The, 1010 Madison Ave., Toledo, Ohio.
Philmore Mfg. Co., Inc., 113-115 University Pl., N. Y. C.
Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.
Pacent Engineering Corp., 79 Madison Ave., N. Y. C.
Racon Electric Co., 52 E. 19th Et., N. Y. C.
Radio Television Industries Corp., 2 Linden St., Reading, Mass.
Radio Receptor Co., 106 Seventh Ave., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Shure Bros. Co., 225 W. Huron St., Chicago, Ill.
Transducer Corp., 30 Rockefeller Plaza, N. Y. C.
Universal Microphone Co., Ltd., 424 Warren Lane, Inglewood, Cal.
Vibro-Master Co., 2744 Broadway, N. Y. C.
Western Electric Co., 195 Broadway, N. Y. C.

MICROPHONE CABLE

Birnbach Radio Co., 145 Hudson St., N. Y. C.

MICROPHONE ACCESSORIES

American Microphone Co., 1915 S. Western Ave., Los Angeles, Cal.
American Phenolic Corp., 1250 W. Van Buren St., Chicago, Ill.
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C.
Eastern Mike-Stand Co., 56 Christopher Ave., Brooklyn, N. Y.
Shure Brothers, 225 W. Huron St., Chicago, Ill.
Universal Microphone Co., Ltd., 424 Warren Lane, Inglewood, Cal.
Western Electric Co., 195 Broadway, N. Y. C.

MICROPHONE STANDS

American Microphone Co., 1915 S. Western Ave., Los Angeles, Cal.
Amperite Company, 561 Broadway, N. Y. C.
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C.
Eastern Mike-Stand Co., 56 Christopher St., N. Y. C.

MOTION PICTURE EQUIPMENT

Cinaudagraph Corp., Stamford, Conn.

MOTORS

Carter Motor Co., 361 W. Superior St., Chicago, Ill.

MUSIC STANDS

Capitol Stage Lighting Co., 626 10th Ave., N. Y. C.
Channon, J. H., Corp., 115 Hubbard St., Chicago.
Chicago Cinema Products Co., 1750 N. Springfield Ave., Chicago.
Dyer, W. J., & Brother, 23 W. 5th St., St. Paul, Minn.
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.
Hewes-Gotham Co., 520 W. 47th St., N. Y. C.
Jenkins Music Co., 1217 Walnut St., Kansas City, Mo.
Kimball Co., W. W., 308 South Wabash Ave., Chicago, Ill.
Kliegl Bros. Universal Stage Lighting Co., 321 W. 50th St., New York, N. Y.
Olesen, Otto K., Illuminating Co., 1560 N. Vine St., Hollywood, Cal.
Shearer, B. F. Co., 2318 2nd Ave., Seattle, Wash.
Theatrical Scenic & Properties Studios, 320 W. 48th St., New York, N. Y.

MUSICAL INSTRUMENTS

Conn, C. G., Ltd., 117 W. 48th St., N. Y. C.
Deagon, J. C., Inc., 1770 Berteau Ave., Chicago, Ill.

Dyer, W. J. & Brother, 23 W. 5th St., St. Paul, Minn.
Ellis Mercantile Co., 5756 Sunset Blvd., Hollywood, Cal.
Holton & Co., Frank, Elkhorn, Wis.
Jenkins Music Co., 1217 Walnut St., Kansas City, Mo.
Lyon & Healy, 243 S. Wabash Ave., Chicago.
Martin Band Instrument Co., 431 Baldwin St., Elkhart, Ind.
Seeburg, J. P., Co., 1510 Dayton St., Chicago.
Tangley Co., Muscatine, Iowa.
Wurlitzer, Rudolph Co., 117 E. 4th St., Cincinnati.

NEEDLES, PHONOGRAPH

Acton, H. W., Co., 370 Seventh Ave., N. Y. C.
Bagshaw, W. H., Co., Lowell, Mass.
Lowell Needle Co., Putnam, Conn.
Phonograph Needle Mfg. Co., Inc., 42 Dudley St., Providence, R. I.
Wall-Kane Needle Mfg. Co., Inc., 869 Broadway, N. Y. C.

NEEDLES, RECORDING

Acton, H. W., Co., 370 Seventh Ave., N. Y. C.
Cook, F. L., 606 Parkman Ave., Los Angeles, Cal.
Fairchild Aerial Camera Corp., 62-10 Woodside Ave., Woodside, N. Y.
Rangertone, Inc., 201 Verona Ave., Newark, N. J.

NICKEL AND NICKEL ALLOYS

Driver-Harris Co., 201 Middlesex St., Harrison, N. J.
Driver Co., Wilbur B., 150 Riverside Ave., Newark, N. J.

ORGANS

Aeolian Co., 689 Fifth Ave., N. Y. C.
Austin Organ Co., 156 Woodland St., Hartford, Conn.
Beman Organ Co., 16 Eldridge St., Binghamton, N. Y.
Bennett Organ Co., Rock Island, Ill.
Dyer, W. J. & Brother, 23 W. 5th St., St. Paul, Minn.
Estey Organ Corporation, Birge St., Brattleboro, Vt.
Geneva Organ Co., Geneva, Ill.
Gottfried, A., Co., Erie, Pa.
Hall Organ Co., West Haven, Conn.
Hillgreen, Lane & Co., Alliance, Ohio.
Jenkins Music Co., 1217 Walnut St., Kansas City, Mo.
Kilgen, George & Son, Inc., 4016 N. Union Blvd., St. Louis, Mo.
Kimball Co., W. W., 308 S. Wabash Ave., Chicago, Ill.
Kramer Organ Co., 336 W. 44th St., N. Y. C.
Lima Pipe Organ Co., 514 N. Main St., Lima, Ohio.
Marr & Colton Co., Warsaw, N. Y.
Maxcy-Barton Organ Co., 20 Algoma Blvd., Oshkosh, Wis.
Moller, M. P., Inc., Hagerstown, Md.
Platter Sound Products Corp., North Vernon, Ind.
Rangertone, Inc., 201 Verona Ave., Newark, N. J.
Reuter Schwartz Organ Co., Lawrence, Kans.
Seeburg, J. P. Co., 1510 Dayton St., Chicago.
Tangley Co., Muscatine, Iowa.
Votey Organ Co., 5th Ave. and 54th St., N. Y. C.
Wicks Pipe Organ Co., Highland, Ill.
Wurlitzer, Rudolph Co., 117 E. 4th St., Cincinnati.

ORNAMENTS, PLASTER

Architectural Decorating Co., 1600 So. Jefferson St., Chicago, Ill.
Architectural Plastering Co., 624 First Ave., N. Y. C.
Decorators Supply Co., 2547 Archer Ave., Chicago, Ill.
Holdsworth Bros., 250 W. 57th St., N. Y. C.
Lippe Construction Corp., 17 W. 60th St., New York, N. Y.
Voight Co., 12th and Montgomery Aves., Philadelphia, Pa.

PERMANENT MAGNET ALLOYS

Cinaudograph Corporation, Stamford, Conn.

PHONOGRAPH PICKUPS

Audak Co., 500 Fifth Ave., N. Y. C.
Brush Development Co., The, E. 40th and Perkins Ave., Cleveland, Ohio.
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.
Proctor, B. A., Co., 17 W. 60th St., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Shure Brothers, 225 W. Huron Street, Chicago, Ill.
Webster Electric Co., Racine, Wis.

PHOTOELECTRIC CELLS

Continental Electric Co., 203 S. First St., St. Charles, Ill.
Cutler-Hammer, Inc., N. 12th St. and W. St. Paul Ave., Milwaukee, Wis.
DeVry, Herman A., Inc., 1111 Center St., Chicago.
Duhem Mfg. Co., 135 Hayes St., San Francisco, Cal.
Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.
Electrical Research Products, Inc., 250 W. 57th St., N. Y. C.
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.
G.-M. Laboratories, Inc., 1731-35 Belmont Ave., Chicago.
Gates Radio & Supply Co., Quincy, Ill.
General Electric Co., Schenectady, N. Y.
General Scientific Corp., 4829 S. Kedzie Ave., Chicago, Ill.
Good-All Electric Mfg. Co., Ogallala, Neb.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.
Incandescent Lamp Dept., General Electric Co., Nela Park, Cleveland, Ohio.
International Theater Accessories Corp., 1600 Broadway, N. Y. C.
Lumotron Vacuum Products Division, General Scientific Corp., 4829 S. Kedzie Ave., Chicago.
Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.
National Union Radio Corp. of N. Y., 570 Lexington Ave., N. Y. C.
Pacent Engineering Corp., 79 Madison Ave., N. Y. C.
Picture-Fone Co., 212 W. North St., Lima, Ohio.
Pioneer Photo Electric Co., 496 Broome St., N. Y. C.
RCA Manufacturing Co., Inc., Camden, N. J.
RCA Radiotron Division, RCA Manufacturing Co., Inc., Camden, N. J.
Royal Zenith Sound Projectors, Inc., 33 W. 60th St., N. Y. C.
S. O. S. Corp., 1600 Broadway, N. Y. C.
Sonolux Co., E. Newark, N. J.
Sylvania Products Co., Emporium, Pa.
Telephoto & Television Corp., 133 W. 19th St., N. Y. C.
Wenzel Co., 2059 S. State St., Chicago, Ill.
Western Electric Co., 195 Broadway, N. Y. C.
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.
Westinghouse Lamp Co., 30 Rockefeller Plaza, N. Y. C.
Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.

POTENTIOMETERS, INC.

Chicago Telephone Supply Co., 1142-1228 W. Beasley Ave., Elkhart, Ind.
Daven Co., The, 158 Summit St., Newark, N. J.
General Radio Co., 30 State St., Cambridge, Mass.

International Resistance Co., 401 N. Broad St., Philadelphia, Pa.
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
Radio Television Industries Corp., 2 Linden St., Reading, Mass.
Tech Laboratories, 703 Newark Ave., Jersey City, N. J.

PUBLIC ADDRESS SYSTEMS

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.
Audio Products Co., 4185 W. Second St., Los Angeles, Cal.
Community Broadcast Studios, 2234 W. Adams Blvd., Los Angeles, Cal.
Electro Acoustic Products Co., 2131 Bueter Rd., Fort Wayne, Ind.
Forest Sound Systems, 776 Forest Ave., N. Y. C.
Hollywood Electric Transcriber Mfg. Co., 1512 W. Slauson Ave., Los Angeles, Cal.
Million Radio & Television Laboratories, 595 N. Union St., Chicago, Ill.
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.
RCA Mfg. Co., Camden, N. J.
Radolek Co. Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.
Remler Co., Ltd., 19th and Bryan Sts., San Francisco, Cal.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Vibro-Master Co., 2744 Broadway, N. Y. C.
Webster Electric Co., Racine, Wis.
Wholesale Radio Service, Inc., 100 Sixth Ave., N. Y. C.

QUARTZ CRYSTALS

American Piezo Supply Co., 3921 Agnes Ave., Kansas City, Mo.
Bliley Electric Co., Union Station Bldg., Erie, Pa.
Burnett, William W. C., Radio Laboratories, 8414 Idaho St., San Diego, Cal.
Commercial Radio Equipment Co., 216 E. 74th St., Kansas City, Mo.
General Radio Co., 30 State St., Cambridge, Mass.
Hipower Crystal Co., 2035 Charleston St., Chicago, Ill.
Precision Piezo Service, 427 Asia St., Baton Rouge, La.
Premier Crystal Laboratories, 719 Pulitzer Bldg., N. Y. C.
Scientific Radio Service, 124 Jackson Ave., Hyattsville, Md.

QUARTZ CRYSTAL ACCESSORIES

American Piezo Supply Co., 3921 Agnes Ave., Kansas City, Mo.
Bliley Electric Co., Union Station Bldg., Erie, Pa.
Burnett, William W. L., Radio Laboratories, 8414 Idaho St., San Diego, Cal.
General Radio Co., 30 State St., Cambridge, Mass.
Hipower Crystal Co., 2035 Charleston St., Chicago, Ill.
Precision Piezo Service, 427 Asia St., Baton Rouge, La.
Premier Crystal Laboratories, 719 Pulitzer Bldg., N. Y. C.
Scientific Radio Service, 124 Jackson Ave., Hyattsville, Md.

RECORDERS, DISC

Amplion Products Corp., 38 W. 21st St., N. Y. C.
Audio Research, Inc., 105 E. 16th St., N. Y. C.
Biophone Corp., 1600 Broadway, N. Y. C.
Cinema Sound Equipment Co., 8572 Santa Monica Blvd., Hollywood, Cal.
Columbia Phonograph Co., 1776 Broadway, N. Y. C.
Decca Recording Laboratories, 666 Lake Shore Dr., Chicago, Ill.
Electrical Research Products, Inc., 250 W. 57th St., N. Y. C.
Gates Radio & Supply Co., Quincy, Ill.
Herkit Engineering Co., 130 W. 46th St., N. Y. C.
Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.
Powers Cinephone Corp., 723 7th Ave., N. Y. C.
RCA Manufacturing Co., Inc., Camden, N. J.
Ruby Camera Exchange, 729 Seventh Ave., N. Y. C.
Western Electric Co., 195 Broadway, N. Y. C.

RECORDING EQUIPMENT

Allied Phonograph & Record Mfg. Co., 1041 N. Las Palmas Ave., Hollywood, Calif.
Audak Co., 500 Fifth Ave., N. Y. C.
Cellutone Record Mfg. Co., 1135 W. 42nd St., Los Angeles, Cal.
Cook, F. L., 606 Parkman Ave., Los Angeles, Cal.
Electro-Vox Recording Studios, 5546 Melrose Ave., Hollywood, Cal.
Emar Instrument Corp., 29 W. 57th St., N. Y. C.
Fairchild Aerial Instrument Corp., 62-10 Woodside Ave., Woodside, N. Y.
Gates Radio & Supply Co., Quincy, Ill.
Hollywood Electric Transcriber Mfg. Co., 1512 W. Slauson Ave., Los Angeles, Cal.
Neely, Norman B., 5334 Hollywood Blvd., Hollywood, Cal.
Mirror Record Corp., 58 W. 25th St., N. Y. C.
Piezoelectric Laboratories, 612 Rockland Ave., S. I., N. Y.
Proctor, B. A., Co., 17 W. 60th St., N. Y. C.
Presto Recording Corp., 139 W. 19th St., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Radio & Film Methods, 101 Park Ave., N. Y. C.
Radiotone, Inc., 6103 Melrose Ave., Hollywood, Cal.
Sound Apparatus Co., 150 W. 46th St., N. Y. C.
Speak-O-Phone Recording & Equipment Co., 23 W. 60th St., N. Y. C.
United Transformer Corp., 72 Spring St., N. Y. C.
Universal Microphone Ltd., 424 Warren Lane, Inglewood, Cal.
Vibro-Master, 2744 Broadway, N. Y. C.

RESISTORS

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.
Atlas Resistor Co., 423 Broome St., N. Y. C.
Centralab Division of Globe Union Mfg. Co., 900 E. Keefe Ave., Milwaukee, Wis.
Crowley, Henry L., Co., 1 Central Ave., West Orange, N. J.
Daven Co., The, 158 Summit St., Newark, N. J.
Electro-Motive Mfg. Co., 797 E. 140th St., N. Y. C.
Erie Resistor Corp., 644 W. 12th St., Erie, Pa.
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.
Ohmite Mfg. Co., 4835 W. Flournay St., Chicago, Ill.
Utah Radio Products Co., 812 Orleans St., Chicago, Ill.
Ward Leonard Electric Co., 31 South St., Mt. Vernon, N. Y.
White Dental Mfg. Co., The S. S., 10 E. 40th St., N. Y. C.
Wirt Co., Philadelphia, Pa.

RHEOSTATS

Bishop & Babcock Manufacturing Co., 4901 Hamilton Ave., N. E., Cleveland, Ohio.
Brenkert Light Projection Co., 7348 St. Aubin Ave., Detroit, Mich.
Capitol Stage Lighting Co., 626 10th Ave., N. Y. C.
Century Lighting Equipment, Inc., 419 W. 55th St., N. Y. C.
Chicago Stage Lighting Co., 115 W. Hubbard St., Chicago.
Cinema Studios Supply Co., 1438 N. Beachwood Dr., Los Angeles, Cal.
Cutler-Hammer, Inc., N. 12th and W. St. Paul Ave., Milwaukee, Wis.

Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.
Fulton, E. E. Co., 1018 S. Wabash Ave., Chicago, Ill.
Gates Radio & Supply Co., Quincy, Ill.
Hertner Electric Co., 12690 Elmwood Ave., Cleveland, Ohio.
Hoffman-Soons, 387 First Ave., N. Y. C.
Hub Electric Corp., 2225 W. Grand Ave., Chicago.
Kliegl Brcs., Universal Stage Lighting Co., 321 W. 50th St., N. Y. C.
McAuley, J. E. Mfg. Co., Inc., 522 W. Adams St., Chicago, Ill.
Metropolitan Electric Mfg. Co., Boulevard and 14th St., Long Island City, N. Y.
Motion Picture Lighting & Equipment Corp., 244 W. 49th St., N. Y. C.
Ohmite Mfg. Co., 4835 W. Flournay St., Chicago, Ill.
Olesen, Otto K., Illuminating Co., 1560 N. Vine St., Hollywood, Cal.
Preddey, Walter G., 187 Golden Gate Ave., San Francisco, Cal.
Sarvas Electric Co., 60 Rutledge St., Brooklyn, N. Y.
Schaefer Bros. Co., 1059 W. Eleventh Street, Chicago, Ill.
Strong Electric Co., 2501 Lagrange St., Toledo, O.
Ward Leonard Electric Co., 37 South St., Mt. Vernon, N. Y.
Westinghouse Electric Mfg. Co., East Pittsburgh.

RIGGING, STAGE

Acme Scenic Studios, 2921 W. Van Buren St., Chicago, Ill.
Acme Stage Equipment Co., 191 Lafayette St., N. Y. C.
Becker Studios, Inc., 2824 Taylor St., Chicago, Ill.
Bruckner Mitchell, Inc., 132 W. 24th St., N. Y. C.
Channon, J. H., Corp., 115 Hubbard St., Chicago, Ill.
Clancy, J. R., Inc., 1010 W. Beldon Ave., Syracuse, N. Y.
Clark, Peter, Inc., 544 W. 30th St., N. Y. C.
Colonial Curtain Co., 23 E. 20th St., New York, N. Y.
English, John W., 15648 Euclid Ave., Cleveland, O.
Great Western Stage Equipment Co., 817 Holmes St., Kansas City, Mo.
Hewes-Gotham Co., 520 W. 47th St., N. Y. C.
Landish Studios, 40 Ames Ave., Rutherford, N. J.
Martin, William T., Studios, 4114 Sunset Blvd., Los Angeles, Cal.
New York Studios, 328 W. 39th St., New York, N. Y.
Nussbaumer, N. C., 2921 W. Van Buren St., Chicago, Ill.
Power, Robert E. Studios, 1717 Cordova St., Los Angeles, Cal.
Schell Scenic Studios, 581 High St., Columbus, O.
Theatrical Scenic Properties Studios, 320 W. 48th St., New York, N. Y.
Throckmorton, Cleon, Inc., 102 W. 3rd St., N. Y. C.
Tiffin Scenic Studios, Tiffin, Ohio.
Twin City Scenic Co., 2819 Nicollet Ave., Minneapolis, Minn.
Volland Studios, 3737 Cass Ave., St. Louis, Mo.
Western Scenic Studios, 1195 32nd St., Oakland, Cal.

ROTARY CONVERTERS AND GENEMOTORS

Carter Motor Co., 361 W. Superior St., Chicago, Ill.

SCENERY, STAGE

Acme Scenic Studios, 2921 W. Van Buren St., Chicago, Ill.
Beaumont Studios, 443 W. 47th St., N. Y. C.
Beck Studios, 2001 Highland Ave., Cincinnati, Ohio.
Becker Studios, Inc., 2824 Taylor St., Chicago, Ill.
Blossom Mfg. Co., 79 Madison Ave., N. Y. C.
Colonial Curtain Co., 23 E. 20th St., New York, N. Y.
English, John W., 15648 Euclid Ave., Cleveland, O.
Fanchon & Marco, Inc., 5600 Sunset Blvd., Hollywood, Cal.
Fowler's Scenic Studio, 60 W. 45th St., N. Y. C.
Grain, Amelia, Theatrical Scenery, 819 Spring Garden St., Philadelphia, Pa.
Great Western Stage Equipment Co., 817 Holmes St., Kansas City.
Kansas City Scenic Co., 1002 E. 24th St., Kansas City, Mo.
King Scenic Co., 2545 Elm St., Dallas, Texas.
Kloepfel Drapery Studio, 2852 Estes Ave., Chicago.
Lash, Lee, Inc., 1476 Broadway, N. Y. C.
Leigh Sign Ad Co., 313 Spring St., N. W., Atlanta, Ga.
Los Angeles Scenic Studios, Inc., 1215 Bates St., Hollywood.
Martin, William T., Studios, 4114 Sunset Blvd., Los Angeles, Cal.
New York Studios, 328 W. 39th St., N. Y. C.
Noveity Scenic Studios, Inc., 320 W. 48th St., N. Y. C.
Power, Robert E. Studios, 1717 Cordova St., Los Angeles, Cal.
Premier Scenery Studios, 340 W. 41st St., N. Y. C.
Schell Scenic Studio, 581 High Street, Columbus, Ohio.
Theatrical Scenic & Properties Studios, 320 W. 48th St., N. Y. C.

SIGNS, CHANGEABLE

Adler, Ben Signs, Inc., 720 S. Dearborn St., Chicago, Ill.
Artkraft Sign Co., Lima, Ohio.
Chicago Electric Sign Co., 2225 W. Grand Ave., Chicago.
Claude Neon Southern Corp., 258 Ivy St., N. E., Atlanta, Ga.
Crystalite Products Corp., 1708 Standard Ave., Glendale, Cal.
Everbrite Electric Signs, Inc., 1434 N. Fourth St., Milwaukee, Wis.
Federal Electric Co., 8700 S. State St., Chicago.
Flexlume Corp., 1111 Military Rd., Buffalo, N. Y.
Friedley-Voshardt Co., Inc., 763 Mather St., Chicago.
General Outdoor Adv. Co., 1 W. 25th St., N. Y. C.
Good-All Electric Mfg. Co., Ogallala, Neb.
Kolux Corp., 1064 S. Union St., Kokomo, Ind.
Lu-Mi-Nus Signs, Inc., 2736 Wentworth Avenue, Chicago, Ill.
Lustrolite, Inc., Davenport, Iowa.
McNamara Sign Co., 531 E. Lafayette Ave., Detroit, Mich.
Neon Electric Signs, Inc., 44 E. Hall St., Battle Creek, Mich.
Newman Bros., Inc., 660 W. Fourth St., Cincinnati, Ohio.
Philadelphia Sign Co., 307 Brown St., Philadelphia, Pa.
Preddey, Walter G., 187 Golden Gate Ave., San Francisco, Cal.
Progressive Letter Co., 1999 3rd Ave., N. Y. C.
Rawson & Evans Co., 710 Washington Blvd., Chicago, Ill.
Reliance Specialties Mfg. Co., Inc., 95 Dobbin St., Brooklyn, N. Y.
Sunlight Reflector Co., Inc., 226 Pacific St., Brooklyn, N. Y.
Viking Products Corp., 330 W. 42nd St., New York, N. Y.
Wagner Sign Service, Inc., 109 W. 64th St., N. Y. C.
Willey Sign Co., 2843 E. Grand Blvd., Detroit, Mich.

SIGNS, DIRECTIONAL

Adler, Ben, Signs, Inc., 720 S. Dearborn St., Chicago, Ill.
Artkraft Sign Co., Lima, Ohio.
Belson Mfg. Co., 800 Sibley St., Chicago.
Capitol Stage Lighting Co., 626 10th Ave., N. Y. C.
Century Lighting Equipment, Inc., 419 W. 55th St., N. Y. C.
Chicago Electric Sign Co., 2225 W. Grand Ave., Chicago, Ill.

Claude Neon Southern Corp., 258 Ivy St., N. E., Atlanta, Ga.
Erickson Electric Co., 6 Power House St., Boston.
Flexlume Corp., 1111 Military Rd., Buffalo, N. Y.
Flour City Ornamental Iron Works, 2637 27th Ave., Minneapolis, Minn.
Good-All Electric Mfg. Co., Ogallala, Neb.
Guercio & Barthel Co., 908 S. Wabash Ave., Chicago, Ill.
Hub Electric Corp., 2225 W. Grand Ave., Chicago.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., N. Y. C.
Lustrolite, Inc., Davenport, Iowa.
Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.
McNamara Sign Co., 531 E. Lafayette Ave., Detroit, Mich.
Neon Electric Signs, Inc., 44 E. Hall St., Battle Creek, Mich.
Newman Bros., Inc., 660 W. Fourth St., Cincinnati, Ohio.
Pearlman, Victor S. Corp., 208 N. Michigan Ave., Chicago, Ill.
Preddey, Walter G., 187 Golden Gate Ave., San Francisco, Cal.
Rawson & Evans Co., 710 Washington Blvd., Chicago, Ill.
Reliance Specialties Mfg. Co., Inc., 95 Dobbin St., Brooklyn, N. Y.
Sunlight Reflector Co., Inc., 226 Pacific Street, Brooklyn, N. Y.
Viking Products Corp., 330 W. 42nd St., New York, N. Y.
Voight Company, 12th and Montgomery Aves., Philadelphia, Pa.
Wagner-Woodruff Co., 830 S. Olive St., Los Angeles, Cal.
Wheeler Reflector Co., 275 Congress St., Boston.
Willey Sign Co., 2843 E. Grand Blvd., Detroit.

SIGNS, ELECTRIC

Adler, Ben, Signs, Inc., 720 S. Dearborn St., Chicago, Ill.
Apex Sign Co., 426 Fitzwater St., Philadelphia.
Artkraft Sign Co., Lima, Ohio.
Battle, Robert, 350 W. 31st St., N. Y. C.
Belson Mfg. Co., 800 Sibley St., Chicago.
Brilliant Mfg. Co., 1035 Ridge Ave., Philadelphia.
Brode Sign Co., Inc., 224 W. 46th St., New York, N. Y.
Caldwell, Edward F. & Co., 38 W. 15th St., New York, N. Y.
Century Lighting Equipment, Inc., 419 W. 55th St., N. Y. C.
Chicago Electric Sign Co., 2225 W. Grand Ave., Chicago, Ill.
Chicago Miniature Lamp Co., 2425 Sheffield Ave., Chicago.
Claude Neon Lights, Inc., 41 E. 42nd St., N. Y. C.
Claude Neon Southern Corp., 258 Ivy St., N. E., Atlanta, Ga.
Eagle Sign Co., 575 Albany St., Boston, Mass.
Electrical Products Corp., 1128 Venice Blvd., Los Angeles.
Erickson Electric Co., 6 Power House St., Boston.
Everbrite Electric Signs, Inc., 1434 N. Fourth St., Milwaukee, Wis.
Federal Brilliant Co., 3531 Washington Ave., St. Louis, Mo.
Federal Electric Co., 9700 S. State St., Chicago, Ill.
Flexlume Corp., 1111 Military Rd., Buffalo, N. Y.
General Electric Co., Schenectady, N. Y.
General Outdoor Adv. Co., 1 W. 25th St., N. Y. C.
Good-All Electric Mfg. Co., Ogallala, Neb.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, O.

SOCKETS

American Phenolic Corp., 1250 W. Van Buren St., Chicago, Ill.
Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.

SOLDER

Kester Solder Co., 4201 Wrightwood Ave., Chicago, Ill.

SOLDERING IRONS

Drake Electric Works, Inc., 3656 Lincoln Ave., Chicago, Ill.
Ideal Commutator Dresser Co., Sycamore, Ill.

SOUND EFFECTS APPARATUS

Fairchild Aerial Camera Corp., 62-10 Woodside Ave., Woodside, N. Y.
Gennett Records, 729 Seventh Ave., N. Y. C.
Radio Engineering Mfg. Co., 26 Journal Square, Jersey City, N. J.
Speedy-Q Records, 1344 S. Flower St., Los Angeles, Cal.
United Transformer Corp., 72 Spring St., N. Y. C.

SPRINKLERS, AUTOMATIC

Globe Automatic Sprinkler Co., 250 Park Ave., N. Y. C.
Grinnell Co., Inc., 260 W. Exchange St., Providence, R. I.
Lutz, Albert A. Co., Inc., 300 Madison Ave., New York, N. Y.
Maxcy-Barton Organ Co., 20 Algoma Blvd., Oshkosh, Wis.
Nacey, P. Co., 927 S. State St., Chicago.
Sprinkler Maintenance Co., Inc., 80 John St., N. Y. C.
Vogel, H. G. Co., 15 W. 37th St., N. Y. C.
Woodling, Miner D., Heating & Ventilating Co., 1625 Main St., Kansas City, Mo.

STAGE EQUIPMENT

Acme Scenic Studios, 2921 W. Van Buren St., Chicago, Ill.
Acme Stage Equipment Co., 191 Lafayette St., New York, N. Y.
Automatic Devices Co., 737 Hamilton St., Allentown, Pa.
Beck Studios, 2001 Highland Ave., Cincinnati, O.
Becker Studios, Inc., 2824 Taylor St., Chicago, Ill.
Bruckner Mitchell, Inc., 132 W. 24th St., N. Y. C.
Capitol Stage Lighting Co., 626 10th Ave., New York, N. Y.
Chicago Cinema Products Co., 1750 N. Springfield Ave., Chicago, Ill.
Clancy, J. R., Inc., 1010 W. Belden Ave., Syracuse, N. Y.
Clark, Peter, Inc., 544 W. 30th St., N. Y. C.
Colonial Curtain Co., 23 E. 20th St., New York, N. Y.

SWITCHES

Centralab Division of Globe Union Mfg. Co., 900 E. Keefe St., Milwaukee, Wis.
Chicago Telephone Supply Co., 1142-1228 W. Beardsley Ave., Elkhart, Ind.
Continental Electric Co., Geneva, Ill.
Daven Co., The, 158 Summit St., Newark, N. J.
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.
Oak Mfg. Co., 711 W. Lake St., Chicago, Ill.
Ohmite Mfg. Co., 4835 W. Flournay St., Chicago, Ill.
Tech Laboratories, 703 Newark Ave., Jersey City, N. J.
Utah Radio Products Co., The, 812 Orleans St., Chicago, Ill.

SWITCHBOARDS

Adam, Frank, Electric Co., 3650 Windsor St., St. Louis, Mo.
Bull Dog Electric Products Co., 7610 Joseph Campau St., Detroit, Mich.
Capitol Stage Lighting Co., 626 10th Ave., New York, N. Y.

Century Lighting Equipment, Inc., 419 W. 55th St., N. Y. C.
Clark, Peter, 544 W. 30th St., N. Y. C.
Cleveland Switchboard Co., 2925 E. 79th St., Cleveland, Ohio.
Cutler-Hammer, Inc., N. 12th St. and W. St. Paul Ave., Milwaukee, Wis.
Edwards Electrical Construction Co., 70 E. 45th St., N. Y. C.
E-J Electric Installation Co., 227 E. 45th St., N. Y. C.
General Electric Co., Schenectady, N. Y.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.
Hoffman-Soons, 387 First Ave., New York, N. Y.
Hub Electric Corp., 2225 W. Grand Ave., Chicago.
Ideal Electric Mfg. Co., Mansfield, Ohio.
Kliegl Bros., Universal Electrical Stage Lighting Co., Inc., 321 West 50th St., N. Y. C.
Major Equipment Co., Inc., 4603 Fullerton Ave., Chicago, Ill.
Metropolitan Electric Mfg. Co., Boulevard and 14th Sts., Long Island City, N. Y.
Sarvas Electric Co., 60 Rutledge St., Brooklyn, N. Y.
Trumbull Electric Mfg. Co., Woodford Ave., Plainville, Conn.
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.
Wurdock, William Electric Mfg. Co., 4444 Clayton Ave., St. Louis, Mo.

TRANSFORMERS

Acme Electrical Mfg. Co., 1440 Hamilton Ave., Cleveland, Ohio.
General Radio Co., 30 State St., Cambridge, Mass.
General Transformer Corp., 500-532 S. Throop St., Chicago, Ill.
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.
Standard Transformer Corp., 850 Blackhawk St., Chicago, Ill.
Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.
United Transformer Corp., 72 Spring St., N. Y. C.

TUBES, PHOTOELECTRIC

Westinghouse Lamp Co., Bloomfield, N. J.

TUBES, RADIO RECEIVING

Arcturus Radio Tube Co., 720 Frelinghuysen St., Newark, N. J.
Champion Radio Works, 88 Holten St., Danvers, Mass.
Hytron Corp., 76 Lafayette St., Salem, Mass.
Ken-Rad Tube & Lamp Corp., Owensboro, Ky.
National Union Radio Corp. of N. Y., 570 Lexington Ave., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.
Triad Mfg. Co., Inc., Middle and Fountain Sts., Pawtucket, R. I.
Western Electric Co., 195 Broadway, N. Y. C.

TUBES, RECTIFYING

Continental Electric Co., Geneva, Ill.
RCA Manufacturing Co., Camden, N. J.
Raytheon, 190 Willow St., Waltham, Mass.
Westinghouse Lamp Co., Bloomfield, N. J.

TUBES, TRANSMITTING

Amperex Electronic Products, 79 Washington St., Brooklyn, N. Y.
Eitel-McCullough, Inc., 798 San Mateo Ave., San Bruno, Calif.
Heintz & Kaufman, Ltd., P. O. Box 69, S. San Francisco, Cal.
RCA Mfg. Co., Camden, N. J.
Taylor Tubes, Inc., 2341 Wabansia Ave., Chicago, Ill.
United Electronics Co., 42 Spring St., Newark, N. J.
Western Electric Co., 195 Broadway, N. Y. C.

TURN TABLES

Presto Recording Corp., 139 W. 19th St., N. Y. C.
Proctor, B. A., Co., Inc., 17 W. 60th St., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Vibro-Master Co., 2744 Broadway, N. Y. C.
Western Electric Co., 195 Broadway, N. Y. C.

UNIFORMS

Brooks Uniform Co., 143 W. 40th St., N. Y. C.
Chicago Uniform & Cap Co., 208 W. Monroe St., Chicago, Ill.
De Moulin Bros. & Co., 1013 S. Fourth St., Greenville, Ill.
Eaves Costume Co., Inc., 151 W. 46th St., N. Y. C.
Ford Uniform Co., 50 W. 46th St., N. Y. C.
Heckel, Henry J., Inc., 136 W. 21st St., N. Y. C.
Lester, Ltd., 14 W. Lake St., Chicago, Ill.
Maier-Lavatay Co., 2141 Lincoln Ave., Chicago.
Mandel Bros., Inc., State and Madison Sts., Chicago.
Meier & Co., A. G., 205 W. Monroe St., Chicago.
National Uniform Co., 41 E. 28th St., N. Y. C.
New York Costume Co., 75 W. Lake St., Chicago, Ill.
Pettibone Bros. Mfg. Co., 626 Main St., Cincinnati, Ohio.
Pick, Albert Co., Inc., 2159 Pershing Road, Chicago.
Richards, James E., Co., 2 Norwood Ave., Dayton, O.
Russell Uniform Co., 1600 Broadway, N. Y. C.
Uniforms By Ostwald, Inc., 18 E. 16th St., New York, N. Y.

VACUUM TUBES, TRANSMITTING

Westinghouse Lamp Co., Bloomfield, N. J.

VACUUM TUBE SHIELDS

Hammarlund Mfg. Co., 423 W. 33rd St., N. Y. C.

VACUUM TUBE SOCKETS

Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.
Hammarlund Mfg. Co., 423 W. 33rd St., N. Y. C.
Johnson, E. F., Co., Waseca, Minn.

VARNISHED CLOTHS AND PAPERS

Brand, William & Co., 276 Fourth Ave., N. Y. C.

VOLTAGE REGULATORS

Amperite Co., 561 Broadway, N. Y. C.
Champion Radio Works, 88 Holten St., Danvers, Mass.
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.
United Transformer Co., 72 Spring St., N. Y. C.
Westinghouse Lamp Co., Bloomfield, N. J.

WIRE

Acme Wire Co., 1255 Dixwell Ave., New Haven, Conn.
Belden Mfg. Co., 4647 W. Van Buren St., Chicago, Ill.
Birnbach Radio Co., 145 Hudson St., N. Y. C.
Essex Wire Corp., 14310 Woodward Ave., Detroit, Mich.
Guthman, Edwin I., Co., 400 S. Peoria St., Chicago, Ill.
Lenz Electric Mfg. Co., 1751 N. Western Ave., Chicago, Ill.
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.
Rea Magnet Wire Co., Inc., East Pontiac St., Extended, Fort Wayne, Ind.



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2 West 42nd St., New York, N. Y.
MUrray Hill 2-1157

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GLadstone 1371

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30 Rockefeller Plaza, New York, N. Y.
COlumbus 5-7464

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330 West 42nd St., New York, N. Y.
BRyant 9-6330

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FUNCTIONS

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Associated Actors and Artistes of America

25 West 45th Street—Room 1604, New York City, N. Y.
Phone: BRyant 9-9237.

OFFICERS

President-Executive Director.....Frank Gillmore
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FUNCTIONS

Associated Actors and Artistes of America, generally known as the Four A's, holds the international charter from American Federation of Labor covering theatrical entertainers. Actors' Equity, American Federation of Radio Artistes, Screen Actors Guild, Chorus Equity, etc., are granted charters via Four A's.

Authors' Club, Inc., Hollywood

6525 Sunset Blvd., Hollywood, Calif.
HIllside 7497

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FUNCTIONS

The Authors Club operates the Writers' Registration Bureau, which offers a protective service on ideas of any kind. This service includes the filing of an idea in graphic form at its offices.

Authors' Guild

6 E. 39th St., New York, N. Y.
AShland 4-5141

OFFICERS

President .....Hendrik William Van Loon
Vice-President .....Henry F. Pringle
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Authors' League

6 E. 39th St., New York, N. Y.
AShland 4-5141

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Assistant Secretary .....Ivan von Auw, Jr.

FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copyrightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 3,000.

Canadian Association of Broadcasters

1207 Bay St., Toronto, Ont., Canada
Midway 4331

OFFICERS

President .....Harry Sedgwick
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Secretary-Treasurer .....T. Arthur Evans

FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 56 privately owned radio stations.

Canadian Performing Right Society, Ltd.

1003 Royal Bank Bldg., Toronto, Canada

OFFICERS

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BOARD OF DIRECTORS

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Hotel Astor, New York, N. Y.
CIrcle 6-5566

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FUNCTIONS

The Catholic Actors Guild is a charitable and benevolent organization for those in the theater.

Catholic Writers Guild of America, Inc.

128 W. 71st St., New York, N. Y.
ENdicott 2-0411

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The Dramatists' Guild of the Authors' League of America, Inc.

6 East 39th Street, New York, N. Y.
AShland 4-5141

OFFICERS

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FUNCTIONS

The Dramatists' Guild is one of the Guilds of The Authors' League of America, Inc. The Guild is primarily a protective organization for playwrights.

Educational Radio Project

United States Office of Education,
Washington, D. C.

OFFICERS

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FUNCTIONS

The Educational Radio Project is attempting to make educational programs interesting to a larger majority of radio listeners. In doing this it conducts experimental demonstrations in the use of radio in the service of education.

Federal Communications Bar Association

National Press Bldg., Washington, D. C.

OFFICERS

President ..... Louis G. Caldwell
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FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners.

Institute of Radio Engineers, Inc.

330 West 42nd St., New York, N. Y.
MEdallion 3-5661

OFFICERS

President ..... Haraden Pratt
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Radio Broadcast Engineers and Technicians, I.B.E.W. L.U. 913

Room 1110, 265 W. 14th St., New York, N. Y.
WAtkins 9-6709

OFFICERS

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FUNCTIONS

An American Federation of Labor organization to bargain collectively for Radio Broadcast Engineers & Technicians covered by a charter from the I.B.E.W. with full autonomy in the Broadcast field for Greater New York and Vicinity. Known as—RADIO BROADCAST ENGINEERS & TECHNICIANS I.B.E.W. LOCAL 913.

International Short Wave Club

923 Vine Street, East Liverpool, Ohio
1685-R Main

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FUNCTIONS

The purpose of the organization is to gather information, helpful hints, station schedules, etc., and send this to members of the organization. The club has members in 141 countries and possessions that act as news reporters.

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130 W. 44th St., New York, N. Y.
BRyant 9-8020

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HOllywood 2164

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45 Rockefeller Plaza, New York, N. Y.
CIrcle 6-3084

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60 E. 42nd St,. New York, N. Y.
MUrray Hill 2-3420

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FUNCTIONS

The National Advisory Council on Radio in Education was organized to promote the more effective utilization of the art of broadcasting in the general field of American education. Its membership includes representatives in the field of education, government and industry as well as the general public.

National Association of Broadcasters, Inc.

National Press Bldg., Washington, D.C.
NAtional 8470

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National Association of Educational Broadcasters

Exec. Secy., Radio Station WILL, Univ. of Illinois, Urbana, Illinois

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(WILL, Urbana, Illinois)

FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

National Committee on Education by Radio

Room 308, One Madison Ave., New York, N. Y.
LExington 2-7142

OFFICERS

Chairman .....Arthur G. Crane
(Pres., University of Wyoming)
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Secretary .....S. Howard Evans

FUNCTIONS

Acts as spokesman in radio matters for organized education. Aids and encourages non-commercial radio stations. Promotes cooperation between educators and commercial broadcasters. Acts as clearing house for information about education by radio.

National Variety Artists, Inc.

223 W. 46th St., New York, N. Y.
COlumbus 5-2638

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The Radio Club of America, Inc.

11 W. 42nd St., New York, N. Y.
LOngacre 5-6622

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Recording Secretary .....Keith Henney
Treasurer .....Joseph Stantley

FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication.

Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.

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FUNCTIONS

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RMA promotes sales, both domestic and export; opposes tax and other legislation detrimental to the interests of its members; directs industry standardization; informs members of new patents issued through a weekly bulletin; aids in improving merchandising practices; distributes credit information to members and assists members in collecting, investigation of fraud, etc.

Society of European Stage Authors and Composers, Inc. (SESAC)

113 W. 42nd St., New York, N. Y.
BRyant 9-3223

OFFICERS

President .....Paul Heinecke

FUNCTIONS

Licensing use of copyrighted music.

Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York, N. Y.
LOngacre 5-9124

OFFICERS

President .....Mr. Sholom Secunda
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FUNCTIONS

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Standing Committee on Communications of the American Bar Association

810 Colorado Bldg., Washington, D. C.

COMMITTEEMEN

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University Broadcasting Council

230 N. Michigan Ave., Chicago, Illinois
CEntral 2015

OFFICERS

Director .....Allen Miller

FUNCTIONS

The purpose of the Council is to promote education by radio. It is made of an affiliation of three universities in Chicago area; University of Chicago, Northwestern University and DePaul University; Chicago radio stations; and three major networks cooperating.

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York, N. Y.
AShland 4-5141

OFFICERS

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Secretary .....Wade Arnold

FUNCTIONS

The Guild is one of the Guilds of The Authors' League of America, Inc. The Guild is primarily a protective organization for writers in the radio field.

American Federation of Musicians of the United States and Canada

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City — Local No.

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Sec.—Wm. Appleyard, 409 W. Wishkah St.
Jurisdiction—Aberdeen, Hoquiam and Cosmopolis, Wash., and Grays Harbor County.

Akron, Ohio 24
Musicians' Protective Association.
Pres.—A. C. Light, 42 S. Adams St.
Sec.—Logan O. Teagle, 311-312 Everett Bldg.
Jurisdiction—A radius of 17 miles in each direction except on the south, which is 10 miles, and on the west, which is 15 miles.

Albany, N. Y...... 14
Musical Union.
Pres.—Frank Walter, 11 Barrow St.
Sec.—Harry J. Seaman, 85 Beaver St.
Jurisdiction—North to Schuyler Bridge, where Local No. 13 begins; west, 8 miles, where Schenectady jurisdiction begins; east, to Rensselaer and Electric Park. All territory south of Albany to and including the Townships of Durham, Greenville and Coxsockie, where the jurisdiction of Local No. 215, Kingston, N. Y., ends.

City — Local No.

Albert Lea, Minn...... 567
Musicians' Protective Union.
Pres.—L. A. Berg, 119 East Clark St.
Sec.—Merle Sims, 214 East Clark St.
Jurisdiction—Ten miles.

Albuquerque, N. M...... 618
Musicians' Protective Union.
Pres.—John Lowe, Box 152.
Sec.—Charles Vierheller, 1001 Luna Circle.
Jurisdiction—Twenty miles.

Allentown, Pa. 561
Musicians' Protective Association.
Pres.—Paul R. Metzger, 1130 N. 21st St.
Sec.—Victor J. Grim, 1223 Gordon St.
Jurisdiction—To the east, northeast, southeast and including Central Park, a radius of two miles from Centre Square, Allentown; to the southwest and west, fifteen miles, not to include Topton and Kutztown; otherwise ten miles.

Alliance, Ohio 68
Musicians' Protective Union.
Pres.—C. L. McDonald, 332 N. Freedom Ave.
Sec.—E. H. Shultz, 547 W. Main St.
Jurisdiction—Ten miles north, east and west, including Alliance, Sebring, Homeworth

City — Local No.

and Beloit, and south fourteen miles, including Minerva.

Alton, Ill. 282
Musicians' Protective Association.
Pres.—Carrol Peters, 803 Alby St.
Sec.—H. A. Moore, 603 Forest Ave.
Jurisdiction—Ten miles.

Altoona, Pa. 564
Musical Association.
Pres.—Edouard Trout, 916 Seventh Ave.
Sec.—B. Harley Shook, 514 Pleasant Valley Blvd.
Jurisdiction—Altoona, east to Tyrone jurisdiction line; west to Johnstown jurisdiction line.

Amarillo, Texas 532
Musicians' Protective Union.
Pres.—O. E. "Hippy" Bennett.
Sec.—L. V. Fogle, P. O. Box 1991.
Jurisdiction—Ten miles.

Amsterdam, N. Y. 133
Musicians' Protective Union.
Pres.—Vernon F. Robertshaw, R. F. D. No. 4, Perth Road.
Sec.—Edward L. Wilson, 1 Krull St.
Jurisdiction—Ten miles, including Broadalbin, Healy's Park, Anibal's Dance Pavilion and Hawley's New Dance Pavilion.

Anaconda, Mont. 81
Musical Society.
Pres.—Leo McBride, 117½ Main.
Sec.—J. P. Braus, 615 Pine St.
Jurisdiction—Ten miles.

Anacortes, Wash. 461
Musicians' Protective Union.
Pres.—Wm. G. McCallum, 513 Commercial Ave.
Sec.—Chas. Lenning, Box 68, LaConner, Wash.
Jurisdiction—All of Skagit County, Wash.

Anderson, Ind. 32
Musicians' Protective Association.
Pres.—C. L. Mason, 1327 Ohio Ave.
Sec.—John F. Niblock, 2716 Lynn St.
Jurisdiction—Ten miles.

Ann Arbor, Mich. 625
Federation of Musicians.
Pres.—William H. Davis, 220-222 Nickels Arcade.
Sec.—Harry Bliss, 220-222 Nickels Arcade.
Jurisdiction—East, to Wayne and Oakland County lines (western boundary Local No. 5, Detroit), and 20 miles north to include Brighton, Mich., and Island Lake in Livingston County, and 10 miles south and west.

Antigo, Wis. 638
Musicians' Protective Association.
Pres.—Stanley W. Mills, 734 Graham Ave.
Sec.—Lee Herman, 1027 4th Ave.
Jurisdiction—All of Langlade County, and to and including Mattoon and Shadyview Dance Hall in Shawano County, Wis.

Appleton, Wis. 337
Musicians' Protective Union.
Pres.—Harold Menning, 521 N. Meade St.
Sec.—O. J. Thompson, P. O. Box 173.
Jurisdiction—Ten miles.

City — Local No.

Asbury Park, N. J. 399
Musicians' Protective Union.
Pres.—Rudolf F. Malchow, 28 Leroy Pl., Red Bank, N. J.
Sec.—C. A. Arthur, Mayfair Apts., 301 Monroe Ave.
Jurisdiction—Ten miles, including Long Branch, Seabright, Freehold and small towns between, and Lakewood and Toms River.

Asheville, N. C. 377
Asheville Musical Society.
Pres.—Kenneth Herren, Sky Harbor Supper Club.
Sec.—R. Hurd, 808 Jackson Bldg.
Jurisdiction—Thirty-mile radius to include Weaverville, Black Mountain, Clyde, Canton, Waynesville and Hendersonville.

Ashland, Ky. 691
Ashland Federation of Musicians.
Pres.—C. T. Mayne, 1526 S. 7th St., Ironton, Ohio.
Sec.—Jack J. Hutton, 313 Kitchen Bldg.
Jurisdiction—Ten miles, but not to intrude on the jurisdiction of a local previously chartered.

Ashtabula, Ohio 107
Musicians' Protective Association.
Pres.—Lloyd G. Davis, Mutual Bank Bldg., Conneaut, Ohio.
Sec.—Tom L. Smith, Mutual Loan Bank Bldg., Conneaut, Ohio.
Jurisdiction—Fifteen miles.

Astoria, Oregon 608
Musicians' Mutual Protective Association.
Pres.—Harvey Lundell, 366 Alameda.
Sec.—Geo. L. Cobban, 597 Duane St.
Jurisdiction—Twenty miles.

Atchison, Kansas 744
Musicians' Protective Union.
Pres.—Russell Bryant, 623 N. 4th St.
Sec.—Miss Fay M. Wakefield, 719 N. 11th St.
Jurisdiction—Ten miles.

Athol, Mass. 287
Musicians' Protective Union.
Pres.—F. H. Ratney, 382 Wallingford Ave.
Sec.—Leon E. Whitney, 404 Unity Ave.
Jurisdiction—Athol, Erving, Grange, Petersham, Phillipston, Royalston, Templeton, Warwick, Wendell and Winchendon.

Atlanta, Ga. 148
Federation of Musicians.
Pres.—J. T. Bourn, 4 Pritchard Way.
Sec.—Herman Steinichen, 423 Mortgage Guarantee Bldg.
Jurisdiction—Fifty miles.

Atlanta, Ga. (Colored) 462
Musicians' Protective Association.
Pres.—J. Neal Montgomery, 575 Reed St., S. E.
Sec.—Grover Holmes, 901½ Hunter St., S. W.
Jurisdiction—Fifty miles.

Atlantic City, N. J. 661
Musicians' Protective Association.
Pres.—Alfonso Porcelli, 39 Faunce Road, Absecon, N. J.

Sec.—Victor Leopold, 24 N. Dover Ave.
Jurisdiction—Atlantic City and all such parts of Atlantic County as lie within a 10-mile radius of the City Hall, Atlantic City, which takes in the city of Ventnor City, Margate City, Longport City, Pleasant City, Absecon City and Ocean City, N. J.
(Subsidiary Local)
Pres.—R. York Nelson, 400 North Indiana Ave.
Sec.—Calvin Tildon, 730 N. Indiana Ave.

Attleboro, Mass. 457
Musicians' Protective Union.
Pres.—Leslie R. Palmer, 15 Hodges St.
Sec.—John L. Conniff, 252 S. Main St.
Jurisdiction—Ten-mile radius, and including Mansfield, Attleboro, North Attleboro and Plainville.

Auburn, N. Y. 239
Musical Union.
Pres.—John M. Stapleton, 7 Park Place.
Sec.—Fred R. Galleymore, 44 Perry St.
Jurisdiction—Ten miles.

Augusta, Ga. 310
The Augusta Musicians' Protective Assn.
Pres.—Waddell Pate, Plaza Hotel.
Sec.—A. W. Lucky, Jr., 213 Seventh St.
Jurisdiction—Radius of thirty miles from the city of Augusta, and to include Warrenton, Thompson and Louisville, Ga.

Aurora, Ill. 181
Musicians' Protective Union.
Pres.—L. H. Flanders, 701 New York St.
Sec.—Ernest Holck, 718 Palace St.
Jurisdiction—Kaneville, Plano, Sandwich, Somonauk, Yorkville, Big Rock and Hinckley.

Austin, Minn. 766
Austin Musicians' Association.
Pres.—P. C. Ludvigson, 811 Johnson Ave.
Sec.—W. H. Rosenbrock, 512 Johnson Ave.
Jurisdiction—Ten miles.

Austin, Texas 433
Austin Federation of Musicians.
Pres.—Burnett Pharr, 801 Highland.
Sec.—Paul Williams, New Masonic Bldg.
Jurisdiction—All of Travis and Williamson Counties.

Bakersfield, Calif. 263
Musicians' Mutual Protective Association.
Pres.—Ivan Tarr, 121 Niles St.
Sec.—J. Mardsden Van Cott, 105 Taylor Bldg.
Jurisdiction—All of Kern County.

Baltimore, Md. 40
Musical Union of Baltimore City.
Pres., Oscar Apple, 1828 Walbrook Ave.
Sec.—J. Elmer Martin, 847 Hamilton Ter.
Jurisdiction—Ten miles; Tolchester Beach, Blue Mountain House, Pen Mar, Deer Park, Annapolis, Md., and Howard, Carroll, Anne Arundel, Baltimore and Hartford Counties, Md.

Baltimore, Md. (Colored) 543
Musicians' Protective Union.
Pres.—Charles E. Gwynn, 2434 Etting St.
Sec.—Howard Rollins, 1408 Penna. Ave.
Jurisdiction—Ten miles; Tolchester Beach, Blue Mountain House, Pen Mar, Deer Park, Annapolis, Md., and Howard, Carroll, Anne Arundel and Baltimore Counties, Md.

Bangor, Me. 768
Musicians' Protective Union.
Pres.—Hall C. Dearborn, 58 Third St.
Sec.—Herbert F. Monaghan, 47 Norway Road.
Jurisdiction—Ten miles.

Bangor-Stroudsburg, Pa. 577
Musicians' Protective Union.
Pres.—Bernard Parsons, E. Bangor, Pa.
Sec.—Norton Wolfe, South Main St.
Jurisdiction—Ten miles.

Baraboo, Wis. 327
Musicians' Protective Association.
Pres.—Glen P. Johnson, 709 Broadway.
Sec.—Albert Jeffries, 315 Fifth St.
Jurisdiction—Fifteen-mile radius, including Portage and Sauk City.

Barnstable, Mass. (All of Cape Cod) .. 155
Cape Cod Musicians' Association.
Pres.—Benj. F. Teel, Centerville, Cape Cod, Mass.
Sec.—Henry J. Fellows, Centerville, Mass.
Jurisdiction—Barnstable County and including Wareham, Mass.

Barre, Vt. 488
Musicians' Protective Union.
Pres.—A. M. Rossi, 72 Merchant St.
Sec.—Alex E. Milne, 61 Maple Ave.
Jurisdiction—South, ten miles; east, including Groton; northeast, including Danville and St. Johnsbury; north, including Morrisville, Hardwick and Newport; northwest, including Montpelier, Waterbury, Burlington, Malletts Bay and St. Albans; southwest, including Middlebury; and to include all other towns between these places and Barre.

Bartlesville, Okla. 316
Musicians' Union.
Pres.—J. Paul Wright, 1112 Johnstone Ave.
Sec.—F. V. Murrah, Box 993.
Jurisdiction—Ten miles.

Battle Creek, Mich. 594
Musicians' Protective Union.
Pres.—J. Lyle Sage, 799 Capital Ave., S.E.
Sec.—D. B. Archbold, 117 W. Michigan Ave.
Jurisdiction—All of Calhoun County.

Bay City, Mich. 127
Federation of Musicians.
Pres.—James Gates.
Sec.—B. F. Shephard, 216 North Monroe.
Jurisdiction—Six miles.

Beacon, N. Y. 559
Musicians' Protective Union.
Pres.—Michael A. Usifer, 15 N. Chestnut St.
Sec.—John J. Budney, 15 N. Chestnut St.
Jurisdiction—Fishkill-on-Hudson, Matteawan, Fishkill, Cold Spring, Duchess Junction and Hopewell Junction.

Beardstown, Ill. 765
Musicians' Protective Union.
Pres.—W. G. Frey, 311 W. 2nd St.

Sec.—Cleo H. Newberry, 1208 E. 5th St.
Jurisdiction—Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.

Beaumont, Texas 464
Musicians' Protective Union.
Pres.—J. M. Frank, 366 Flowers St.
Sec.—L. T. Landry, 3285 Magnolia Ave.
Jurisdiction — Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.

Beaver Dam, Wis. 422
Musicians' Protective Union.
Pres.—Hilbert A. Sell, 232 Walnut St.
Sec.—C. H. Schiller, 106 North Lincoln Ave.
Jurisdiction—Ten miles, and to include Columbus, Fall River, Horicon, Mayville, Randolph and Waupun.

Beaver Falls, Pa. 82
Musicians' Protective Union.
Pres.—Marcellus Conti, 1512 Seventh Ave.
Sec.—T. H. Barber, 1220 Fifth Ave.
Jurisdiction—Beaver County, Pa., 14 by 21 miles, including Hookstown and Midland, except that part of Beaver County which is in the city limits of Elwood City, covered by the jurisdiction of Local 545.

Bellefontaine, Ohio 428
Musicians' Protective Union.
Pres.—Harry Weaver, 411 E. Chillicothe Ave.
Sec.—J. E. Turner, 746 Eastern Ave.
Jurisdiction—Ten miles, but not to intrude on the jurisdiction of a local previously chartered.

Belleville, Ill. 29
Musical Union.
Pres.—George Tuerck, 318 S. 16th St.
Sec.—Frank J. Glogovsek, 1017 N. Bristow St.
Jurisdiction—West to boundary line of East St. Louis, other direction ten miles, except O'Fallon, to within one mile of same.

Bellingham, Wash. 451
Musicians' Potective Union.
Pres.—Boyden B. Spees.
Sec.—Harry L. Wellman, Room 2, Henry Hotel.
Jurisdiction—All of Whatcom County.

Beloit, Wis. 183
Beloit Musicians' Association.
Pres.—Carl A. Kraeplin, 1260 Partridge Ave.
Sec.—Sigurd B. Thoresen, 734 Vernon Ave.
Jurisdiction—North, 7 miles; east, 15 miles to Walworth County line; south, 8 miles, and west, 15 miles.

Bemidji, Minn. 481
Musicians' Protective Association.
Pres.—
Sec.—
Jurisdiction—Radius of fifty miles.

Benton Harbor, Mich. 232
Musicians' Protective Union.
Pres.—Karl Schlabach, 857 Pavone St.
Sec.—J. Ken Keefer, 146 Oden St.

Jurisdiction—Ten miles from the City Hall, north, south and west; and on the east, 18 miles, including all of Indian Lake, Sister Lakes and Paw Paw Lake.

Berwick, Pa. 521
Musicians' Protective Union.
Pres.—Wm. Harry, 1410 Market St.
Sec.—Geo. E. Dipple, 400 4th St., Nescopeck, Pa.
Jurisdiction — Ten-mile radius, including Shickshinny and Mocanaqua.

Bethlehem, Pa. 411
Musicians' Protective Union.
Pres.—Edwin Yeisley, 1126 Linden St.
Sec.—Walter F. Daney, 67 E. Elizabeth Ave.
Jurisdiction — Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered, and to include Freemansburg and Nazareth.

Biddeford, Maine 408
Musicians' Protective Union.
Pres.—Warren F. Libby, 80 Western Ave.
Sec.—Leopold F. Spenard, 20 King St.
Jurisdiction — Biddeford, Saco, Old Orchard, Kennebunk, Kennebunk Port, Sanford, Springvale, Wells, Berwick, North Berwick and South Berwick.

Billings, Mont. 439
Musicians' Protective Union.
Pres.—George Wrigley, P. O. Box 1231.
Sec.—Denis H. O'Brien, P. O. Box 1231.
Jurisdiction—Ten miles.

Binghamton, N. Y. 380
Musicians' Protective Union.
Pres.—Samuel C. Sunness, 204 Vestal Ave.
Sec.—Webbie Gillen, 47 Carroll St.
Jurisdiction—A radius of twenty miles except in a northeasterly direction, where the limit shall be the Chenango County line, and not to intrude on the jurisdiction of a Local previously chartered.

Birmingham, Ala. 256
Musicians' Protective Association.
Pres.—M. D. Friedman, 1237 S. 21st St.
Sec.—C. P. Thiemonge, 233-34 Clark Bldg.
Jurisdiction—All of Jefferson, St. Clair, Shelby and Blount counties.

Birmingham, Ala. (Colored) 733
Musicians' Protective Union.
Pres.—Wilson L. Driver, Box 1665.
Sec.—John T. Whatley, Box 1665.
Jurisdiction—Jefferson County.

Bismarck, N. D. 229
Musicians' Protective Association.
Pres.—Harry Turner, 614 First St.
Sec.—H. M. Leonhard, 719 Mandan St.
Jurisdiction—Ten miles.

Boise, Idaho 537
Musicians' Protective Association.
Pres.—R. M. Kiltz, 1712 N. 14th St.
Sec.—Hiram A. Hart, 315½ N. 8th St.
Jurisdiction—Ten miles.

Bloomington, Ill. 102
Federation of Musicians.
Pres.—Wm. Peterson, 820 E. Grove St.

Sec.—Vincent Dornaus, 910 S. Madison St.
Jurisdiction—Ten miles.

Bloomsburg, Pa. 727
Musicians' Protective Union.
Pres.—Gorden G. Keller, 101 W. Main St.
Sec.—Frank H. Hower, 344 W. 5th St.
Jurisdiction—Ten miles.

Boone, Iowa 574
Musicians' Protective Union.
Pres.—Blane Reid, 1509 Crawford St.
Sec.—Mrs. Mac. Reed, 1027 Greene St.
Jurisdiction—Ten miles and to extend to include Ames, Lake Robbins, Woodward, Spring Lake and Jefferson, Iowa.

Boston, Mass. 9
Musicians' Protective Association.
Pres.—George Gibbs, 56 St. Botolph St.
Sec.—Morris Galben, 56 St. Botolph St.
Jurisdiction—Boston proper, Revere, Malden, Melrose, Stoneham, Medford, Winchester, Arlington, Winthrop, Chelsea, Everett, Somerville, Belmont, Waltham, Wakefield, Lexington, Cambridge, Watertown, Brighton, all the Newtons, Riverside, Brookline, Dedham, Hyde Park, Milton and Blue Hill Reservation, Quincy, Braintree, East Braintree, Hull, Nantasket (Beach and Reservation included), Reading, all islands in Boston Harbor.

Boston, Mass. (Colored) 535
Boston Musicians' Protective Union.
Pres.—John H. Barkley, 87 Howland St., Roxbury, Mass.
Sec.—Clemon E. Jackson, 429 Columbus Ave.
Jurisdiction — Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.

Boulder, Colo. 560
Musicians' Protective Union.
Pres.—Aubert Durnell, 1205 College Ave.
Sec.—Louis G. Fonda, Geneva Park.
Jurisdiction—Ten-mile radius, including Estes Park; also to include on the north, Longmont, Berthoud, Loveland, Fort Collins; on the east, Erie, Frederick, Firestone, Dacona; on the south, Louisville, Lafayette, Broomfield, Superior and Marshall; on the west, Rollinsville, Nederland, Eldora and Ward.

Bozeman, Mont. 709
Musicians' Protective Association.
Pres.—Vincent Matteson, c/o Fashion Barber Shop.
Sec.—Charles Giarratana, 34 West Main.
Jurisdiction—All of Gallatin County.

Bradford, Pa. 84
Musical Union.
Pres.—Lawrence Anderson, 51 Ann St.
Sec.—Leon J. Anderson, 56 Ann St.
Jurisdiction—Ten miles.

Brainerd, Minn. 487
Musicians' Protective Association.
Pres.—
Sec.—
Jurisdiction—Radius of thirty miles.

Brantford, Ont., Canada 467
Musical Protective Association.
Pres.—W. J. Sweatman, 30 Strathcona Ave.
Sec.—T. W. Sharps, 281 Chatham St.
Jurisdiction — Ten-mile radius, including Port Dover and Simcoe.

Bremen, Ind. 414
Musicians' Protective Union.
Pres.—Bernard Huff, 403 E. Plymouth St.
Sec.—Robert Widmar, 404 E. South St.
Jurisdiction—Ten miles north; 20 miles east, and including Syracuse and Lake Wawasee; twenty miles south and including Plymouth, Pretty Lake, Argos, Rochester and Lake Manatau; twenty miles west, and including Walkerton and Koontz Lake.

Bridgeport, Conn. 63
Musicians' Union.
Pres.—Jesse Greenwald, 55 Garfield Ave.
Sec.—J. H. Schmidt, 176 Cedar St.
Jurisdiction — Fairfield, Southport, Stratford, Long Hill, Stepney, Milford and Bridgeport.

Bristol, Conn. 432
Musicians' Protective Association.
Pres.—R. J. McFarland, Lawndale Ave.
Sec.—L. B. Hutchinson, 141 George St.
Jurisdiction — North to Burlington, 8 miles; east to Plainville, 5 miles; south to but not including Lake Compounce; west to Plymouth, including Terryville.

Brockton, Mass. 138
Musicians' Protective Union.
Pres.—Wm. J. Murphy, 84 Tremont St.
Sec.—A. Leon Curtis, 6 Main St.
Jurisdiction—Ten miles excepting Canton, which was released to Norwood; includes Brockton, Avon, Randolph, Holbrook, Weymouths, Rockland, Whitman, Abingtons, Elmwood, Hanson, South Braintree, Hingham, Bridgewater, Stoughton and Easton.

Brockville, Ont., Canada 384
Musicians' Protective Union.
Pres.—Robt. Johnston, 35 King St., W.
Sec.—S. W. Bell, 10 King St., W.
Jurisdiction—Thirty miles.

Buffalo, N. Y. 43
Musicians' Protective Association.
Pres.—Harry C. Davis, 114 Saranac Ave.
Sec.—John F. Hassler, 2 Sycamore St.
Jurisdiction—Ten miles and Lancaster, Depew, Bomansville, Townline, Clarence, Elma, Alden, Gardenville and Crystal Beach, Ontario.

Buffalo, N. Y. (Colored) 533
Musicians' Protective Union.
Pres.—Raymond E. Jackson, 20 Potter St.
Sec.—Lloyd V. Plummer, 145 Broadway.
Jurisdiction—Ten miles and Lancaster, Depew, Bowmansville, Townline, Clarence, Elma, Alden, Gardenville and Crystal Beach, Ontario.

Burlington, Iowa 646
Musicians' Protective Union.
Pres.—A. A. Koett, 513 S. Gertrude St.

Sec.—C. E. Smith, 1709 Summer St.
Jurisdiction—Ten miles.

Burlington, N. J. 336
Musicians' Protective Union.
Pres.—Geo. A. Murray, R. F. D.
Sec.—M. F. Troxwell, 298 Glenwood Ave.
Jurisdiction—Ten miles and that part of Local No. 62 jurisdiction known as Roebling, N. J., and south of Kinkora Creek.

Butler, Pa. 188
Musical Society.
Pres.—Robt. Trautman, 317 W. Jefferson St.
Sec.—Karl T. Kemper, 110 Orchard Ave.
Jurisdiction—Ten miles.

Butte, Montana 241
Mutual Protective Union.
Pres.—Trevor Thomas, 41½ N. Main St.
Sec.—Earl C. Simmons, 41½ N. Main St.
Jurisdiction—Butte, Walkerville, Centerville, Meaderville and a radius of 10 miles.

Calgary, Alta., Canada 53
Musicians' Association.
Pres.—W. R. Herbert, 17 Marlborough Apts.
Sec.—Wm. Morris, Room 5, Labor Temple.
Jurisdiction—North to but not including Red Deer east to Drumheller, south to the international boundary and west to Field.

Cambridge, Ohio 415
Musicians' Protective Union.
Pres.—Dr. D. C. Cowden, 703 Wheeling
Sec.—Wm. Peters, 521 S. Eighth St.
Jurisdiction—Ten miles, including Rimbolton, New Concord, Washington, Byesville and Lou City.

Canandaigua, N. Y. 347
Musicians' Protective Union.
Pres.—Jacob Repsher, Shortsville, N. Y.
Sec.—F. Rodney, Manchester, N. Y.
Jurisdiction—Ten miles.

Canonsburg, Pa. 509
Canonsburg Federation of Musicians.
Pres.—Robert G. Lee, 194 E. College St.
Sec.—Arthur J. Daley, 411 Greenside Ave.
Jurisdiction—Canonsburg and 5-mile radius, extending south to Allison Road and including Houston, Midland No. 1, Morganza and Mapleview Park.

Canton, Ill. 304
Musicians' Protective Union.
Pres.—J. H. Bath, 398 W. Maple St.
Sec.—W. H. Jones, 329 West Maple.
Jurisdiction—Ten miles.

Canton-Massillon, Ohio 111
Musicians' Protective Association.
Pres.—Paul S. Herrnstein, 339 Harrison Ave., N. W.
Sec.—C. W. Weeks, 1640 Woodland Ave., N. W.
Jurisdiction—North, 12 miles; east, 9½ miles; south, to the Carroll County-Tuscarawas County line, including all of the Village of Magnolia; west, 10 miles west of Massillon city limits.

Carbondale, Pa. 130
Musicians' Protective Union.
Pres.—Leon L. Bly, 143 Park St.
Sec.—John J. Schaff, 99 Washington St.
Jurisdiction—Ten miles and inclusive of Uniondale on the north and Archibald on the south.

Cartersville, Ill. 280
Musicians' Protective Union.
Pres.—Frank Sizemore, 111 S. Division.
Sec.—C. B. Nesler, 104 S. 12th St., Herrin, Ill.
Jurisdiction—Carterville, Marion, Johnson City, Royalton and Herrin, Ill.

Carthage, Mo. 355
Musicians' Protective Union.
Pres.—Chas. Kenyon, 718 E. Second St.
Sec.—G. W. Woodford, 225 W. 6th St.
Jurisdiction—All of Jasper County and north five miles of Newton County, Mo.; including Carthage, Webb City and Joplin, Mo., and all intervening clubs.

Casper, Wyoming 381
Musicians' Protective Association.
Pres.—Milo A. Briggs, 326 S. Kenwood St.
Sec.—David Foote, 1323 S. Elm.
Jurisdiction—Fifteen miles and the Salt Creek territory, and to include Douglas.

Cathlamet, Wash. 685
Musicians' Protective Union.
Pres.—Jack Maughn, Route No. 1.
Sec.—G. L. Osborne, Box 506.
Jurisdiction—Ten miles.

Cedar Rapids, Iowa 137
Musicians' Protective Union.
Pres.—Jos. Kitchin, 1723 3rd Ave., S. E.
Sec.—F. J. Trcka, 504 Forest Dr., S. E.
Jurisdiction—Ten miles.

Centralia, Wash. 505
Musicians' Protective Union.
Pres.—Hugh Weir, 227 North Oak St.
Sec.—Herbert F. Sargent, Zimmer Bldg.
Jurisdiction—All of Lewis County, and to include Bucoda and Tenino in Thurston County.

Champaign, Ill. 196
Musicians' Protective and Benefit Assn.
Pres.—L. S. Mathews, 58 E. Healey.
Sec.—D. M. Slattery, 506 S. Lynn St.
Jurisdiction—Ten miles.

Chariton, Iowa 678
Musicians' Protective Union.
Pres.—E. H. Hasselquist, cor. 8th & Linden.
Sec.—H. A. Shirer, 112 N. Grand St.
Jurisdiction — Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.

Charleroi, Pa. 592
Musicians' Protective Union.
Pres.—Frank Lombardo, 319 4th St., Monessen, Pa.
Sec.—James Tucci, 1200 Knox Ave., Monessen, Pa.
Jurisdiction—North to Alleghany County line; east, ten-mile radius; South to Monongahela River, including California, Fredericktown, West Brownsville and Mathers; and

west to a line including Marianna and Finleyville, and all territory between.

Charleston, S. C. 502
Musicians' Protective Union.
Pres.—L. W. MacBey, 171 Meeting St.
Sec.—C. H. Amme, 651 Rutledge Ave.
Jurisdiction—Charlesto and territory within a radius of 40 miles.

Charlestown, W. Va. 136
Musicians' Union.
Pres.—Geo. Crumb, 1537 Washington St.
Sec.—R. Blumberg, P. O. Box 898.
Jurisdiction—Ten-mile radius, and also fifty miles up the river, north.

Charlotte, N. C. 342
Musicians' Protective Union.
Pres.—Bo Norris, 229 South Tryon St.
Sec.—William S. Greene, 229 South Tryon St.
Jurisdiction—Ten miles.

Chattanooga, Tenn. 80
Musical Society.
Pres.—George Rodgers, c/o Burkart-Schier Chemical Co.
Sec.—Ed. Carter, 716-717 Provident Bldg.
Jurisdiction—Fifty miles.

Chester, Pa. 484
Musicians' Protective Union.
Pres.—Chas. D. Buckley, 2412 Madison St.
Sec.—Louis Rosenberg, 405 E. 12th St.
Jurisdiction—West, 6 miles; east, 8 miles; north, 8 miles; south, to Delaware River.

Cheyenne, Wyo. 590
Musicians' Protective Union.
Pres.—Harry Stringfellow, 1008 W. 27th St.
Sec.—E. C. Ekdall, 202 E. 5th Ave.
Jurisdiction—Twenty miles, and to include Pine Bluffs, Egbert, Burns, Hillsdale and Archer to the east; Carpenter to the southeast. Horse Creek to the north, and Buford to the west.

Chicago, Ill. 10
Federation of Musicians.
Pres.—James C. Petrillo, 1039 N. Austin Blvd.
Sec.—E. A. Benkert, 175 W. Washington St.
Jurisdiction—Cook County, other than the jurisdiction of Local 48, Elgin, Ill., and continues along the shores of Lake Michigan north of Cook County as far as the southern boundary of Fort Sheridan.

Chicago, Ill. (Colored) 208
Musicians' Protective Union.
Pres.—A. T. Steward, 3934 S. State St.
Sec.—Herbert H. Byron, 3934 S. State St.
Jurisdiction—Cook County, by agreement with Local No. 10.

Chicago Heights, Ill. 386
Musicians' Protective Union.
Pres.—Maynard Clapham, 128 W. 15th St.
Sec.—George Shaw, 1700 Chicago Road.
Jurisdiction—Crete, Chicago Heights, Steger, Monee and a radius of about eight miles south of Crete.

Chico, Calif. 508
Musicians' Protective Union.
Pres.—Erroll Hassler, 1512 Chestnut St.
Sec.—W. Heberlie, 820 Main St.
Jurisdiction—Twenty-five-mile radius, but not to intrude on the jurisdiction of Local 158, Marysville, Calif.

Chillicothe, Ohio 524
Musicians' Protective Union.
Pres.—Chas. Davenport, 115 W. 2nd St.
Sec.—W. F. Reis, 418 Vine St.
Jurisdiction—Ten miles.

Cincinnati, Ohio 1
Musicians' Protective Association.
Pres.—Oscar F. Hild, 206 Atlas Bank Bldg., 524 Walnut St.
Sec.—V. L. Hofmann, 206 Atlas Bank Bldg., 524 Walnut St.
Jurisdiction—Twenty miles.

Cincinnati, Ohio (Colored) 814
Musicians' Protective Union.
Pres.—Edgar James, 714 W. 8th St.
Sec.—Artie Matthews, 823 W. 9th St.
Jurisdiction—Twenty miles.

Clarksburg, W. Va. 580
Musicians' Protective Union.
Pres.—Oscar J. Moll, 153 Harrison St.
Sec.—Frank L. Zeller, 120 Euclid Ave.
Jurisdiction—Salem, Flemington, Weston, Buckhannon, West Union.

Clearwater, Fla. 729
Musicians' Protective Union.
Pres.—Rocco Grella, 200 W. Turner St.
Sec.—J. Fred Wood, Crawford St.
Jurisdiction — A ten-mile radius to the south, and northward to the northern boundary of Pinellas County.

Cle Elum, Wash. 539
Musicians' Protective Union.
Pres.—Walter Steele, Sr., West 1st St.
Sec.—Geo. M. Menegehl, 308 East First St..
Jurisdiction—Cle Elum, Roslyn, Ronald, Wash., and Jonesville Camp.

Cleveland, Ohio 4
Musical Mutual Protective Association.
Pres.—Milton W. Krasny, 2200 E. 21st St.
Sec.—Elmer H. Wahl, 2200 E. 21st St.
Jurisdiction—All of Cuyahoga County; east to Willowick Country Club; Geauga Lake Park in Geauga County and 17 miles south to reach the jurisdiction of Local 24, Akron, Ohio.

Cleveland, Ohio (Colored) 550
Musicians' Protective Association.
Pres.—H. A. McDonald, 2319 E. 40th St.
Sec.—R. L. Goodwin, 1555 E. 118th, Suite 7.
Jurisdiction—Under agreement with Local No. 4.

Clinton, Iowa 79
Tri-City Musical Society.
Pres.—August H. Broders, 840 14th Ave., South.
Sec.—Adolf Wiese, 619 Fifth Ave., South.
Jurisdiction—Clinton County, Miles, Preston, Maquoketa, Nashville, Baldwin, Louden,

Clarence, McCausland and five miles east of the Mississippi River, Sabula, Iowa, and Savanna, Ill.

Coal City, Ill. 323
Musicians' Protective Union.
Pres.—John Anderson, Custer Park, Ill.
Sec.—Frank J. Wesley, 515 Mazin St.
Jurisdiction — Coal City, Morris, South Wilmington, Braceville, Gardiner and Mazon in Groundy County; Braidwood and Wilmington in Will County; Essex in Kankakee County; and Dwight in Livingston County.

Coatesville, Pa. 419
Musicians' Protective Union.
Pres.—C. Edwin Stiles, 1125 Lincoln Highway.
Sec.—Harry F. Webster, 269 E. Chestnut St.
Jurisdiction — Ten miles; Honeybrook, Chatham, Downingtown, Christiana.

Coffeyville, Kansas 449
Musicians' Potective Union.
Pres.—T. C. Hendricks, 913 E. 8th St.
Sec.—Geo. H. Alderman, 715½ E. 9th St.
Jurisdiction—Ten miles but not to intrude on the jurisdiction of a local previously chartered.

Collinsville, Ill. 350
Musicians' Protective Union.
Pres.—John Koch, 329 North Aurora.
Sec.—Martin Tiemann, 723 Henry St.
Jurisdiction—City of Collinsville only—two miles square.

Colorado Springs, Colo. 154
Pike's Peak Musicians' Association.
Pres.—Wm. G. Snyder, 460 First National Bank Bldg.
Sec.—E. D. Woodworth, 460 First National Bank Bldg.
Jurisdiction—Forty miles north, east and west, and seventeen miles in a southerly direction.

Columbia, Mo. 413
Musicians' Protective Union.
Pres.—John C. Reick, 1108 Paquin.
Sec.—Hollis B. Chandler, 312-14 Exchange National Bank Bldg.
Jurisdiction—Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.

Columbia, Pa. 296
Musicians' Protective Union.
Pres.—E. W. Gerth, 118 S. Sixth St.
Sec.—T. Johnson Krodel, 134 N. Third St.
Jurisdiction—Ten miles.

Columbia, S. C. 21
Columbia Federation of Musicians.
Pres.—Neil Altee.
Sec.—Don S. Ebaugh, 2832 Wheat St.
Jurisdiction—Thirty-mile radius and including Sumter, Camden, Winnsboro, Orangeburg, Batesburg, Leesville and Florence.

Columbus, Ga. 331
Columbus Musicians' Protective Assn.
Pres.—D. O. McSwain, 1885 Phenix City, Ala.
Sec.—Doug. Youngblood, Apt. 3, 1414 Second Ave., Columbus, Ga.
Jurisdiction—Radius of fifty miles from the city of Columbus, and to include Warm Springs, Montezuma and Albany, Ga., and Opelika and Eufala, Ala.

Columbus, Ohio 103
Federation of Musicians.
Pres.—Arthur E. Streng, 66 East Broad St.
Sec.—E. C. Kershaw, 66 East Broad St.
Jurisdiction—Ten miles.

Columbus, Ohio (Colored) 589
Musicians' Protective Union.
Pres.—S. M. Huffman, 799 Taylor Ave.
Sec.—C. T. Wilson, 896 E. Long St.
Jurisdiction—Under agreement with Local No. 103.

Concord, N. H. 374
Musicians' Protective Union.
Pres.—B. J. Harriott, 11 Beacon St.
Sec.—W. A. Chase, 63 Pleasant St.
Jurisdiction—East 16 miles, west 18 miles, north 18 miles and south eight miles, to include Pleasant Lake, Pembroke, Allentown, Suncook, Hooksett, Bow, Dunbarton, Hopkinton, Hennicker, Warner, Franklin, Boscawen, Canterbury, Loudon and Chichester.

Connellsville, Pa. 417
Musical Society.
Pres.—Robt. W. Armen, 145 W. Fairview Ave.
Sec.—H. F. Norris, 407 South Arch St.
Jurisdiction — Connellsville, Mt. Pleasant, Dunbar, Scottdale, Vanderbilt, Dawson; 10 miles all directions except south, 12½ miles.

Cortlandt, N. Y. 528
Musicians' Protective Union.
Pres. — W. Lawrence Harrington, 10 Pearne Ave.
Sec.—Fred J. Graham, 16 Lincoln Ave.
Jurisdiction—Ten miles.

Crawfordsville, Ind. 219
Musicians' Protective Union.
Pres.—Bruce Byrd, 1003 Danville Road.
Sec.—H. Cletis Jones, Phi Delta Theta House.
Jurisdiction—Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.

Cumberland, Md. 787
Musicians' Protective Union.
Pres.—A. J. Cope, 156 N. Mechanic St.
Sec.—Leo C. Reichert, 122 Frederick St.
Jurisdiction—Thirty miles, and including Frostburg, Md.; Meyersdale, Pa., and Keyser and Piedmont, W. Va.

Dallas, Texas 147
Musicians' Protective Association.
Pres.—Wm. J. Harris, 408½ S. Ervay St.
Sec. J. W. Parks, 1105 Allen Bldg.
Jurisdiction—Fifteen miles, to Tarrant-Dallas County line on the west, and to include Lake Dallas.

Dallas, Texas (Colored) 168
Musicians' Protective Union.
Pres.—Lawson Brooks.

Sec.—Vernie Johnson, 2815 Floyd St.
Jurisdiction—Ten miles.

Danbury, Conn. 87
Musicians' Protective Union.
Pres.—Sam Cardinale, 16 Stevens St.
Sec.—A. Wm. Yanosy, 7 Elgin Ave., Bethel, Conn.
Jurisdiction — Danbury, Bethel — three miles; New Milford—fifteen miles.

Danville, Ill. 90
Musicians' Association.
Pres. William Hull, 1125 Chandler St.
Sec.—F. A. Mendenhall, 719 Grant St.
Jurisdiction—North, 20 miles to Rossville; east, 15 miles to Covington, Ind.; south, 5 miles; west, 15 miles to Fairmount, Ill.

Danville, Va. 112
Musicians' Protective Union.
Pres.—Clarence Cowan, Stonewall Barber Shop.
Sec.—Frank M. Fowler, 312½ Main St.
Jurisdiction—Danville, Martinsville, South Boston, Clarksville, Chatham, Gretna and Altavista in Virginia; and Roxboro, Henderson, Oxford, Reidsville and Leaksville in North Carolina.

Davenport, Iowa 67
Tri-City Musical Society.
Pres.—Arthur A. Petersen, 426 West Locust St.
Sec.—Al. B. Woeckener, 310 Security Bldg.
Jurisdiction—A radius of twenty miles, but not to intrude upon the jurisdiction of local 79, Clinton, Iowa.

Dayton, Ohio 101
Musicians' Protective Union.
Pres.—George Becker, 1648 Meriline Ave.
Sec.—P. Culbertson, 303 Canby Bldg.
Jurisdiction—Ten miles.

Deadwood, S. D. 361
Musicians' Protective Union.
Pres.—Thos. Tretheway, 83 Charles St.
Sec.—Geo. H. Wolfe, 38 Jefferson St.
Jurisdiction—Ten miles, with Deadwood the "hub" or center.

Decatur, Ill. 89
Musical Union.
Pres.—Chas. P. Housum, 823 N. Church St.
Sec.—Geo. E. Weatherby, 223 N. Main St.
Jurisdiction—Ten miles.

Deer Lodge, Mont. 555
Musicians' Protective Union.
Pres.—Carl Schreiber, Kohrs St.
Sec.—F. McGuire, 914 Fifth.
Jurisdiction—Including Phillipsburg and Drummond on the north, Avon and Elliston on the east, Irving Lake on the west, as far as and including Tuolry's Picnic Grounds on the south.

De Kalb, Ill. 572
Musicians' Protective Association.
Pres.—C. H. Palmer, 303 N. 2nd St.
Sec.—Eino Nieminen, 605 N. 11th St.
Jurisdiction—Waterman, Kirkland and Genoa.

Denver, Col. 20
Musical Protective Association.
Pres.—Michael Muro, 616 Kittredge Bldg.
Sec.—Chas. C. Keys, 616 Kittredge Bldg.
Jurisdiction—Twelve miles from the city limits and to include Grand Lake and the Denver Mountain Park System and all other lands embraced within townships 3, 4, 5 and 6 south, ranges 69, 70, 71, 72, 73 and 74 west of the 6th Principal Meridian.

Des Moines, Iowa 75
Musicians' Association.
Pres.—Walter G. Samuels, 3815 Fifth St.
Sec.—Claude E. Pickett, 221 Jewett Bldg.
Jurisdiction—Twenty miles, including Ankeny, Polk City, Sycamore Park, Grimes, Bondurant, Altoona, Mitchellville, Avon Lake, Indianola, Cummings, Van Meter, Waukee and Hollywood Club.

Des Moines, Iowa (Colored) 632
Musicians' Protective Union.
Pres.—W. R. Banta, 1604 Ohio St.
Sec.—Harold Wilkenson, 955 W. 17th St.
Jurisdiction—Ten miles.

Detroit, Mich. 5
Federation of Musicians.
Pres.—Albert Luconi, 5562 Second Blvd.
Sec.—George V. Clancy, 5562 Second Blvd.
Jurisdiction—All of Wayne and Macomb Counties, Michigan, including all that portion of Oakland County lying south of the fourteen-mile road.

Dixon, Ill. 525
Musicians' Protective Union.
Pres.—Harold Boyer, 77 Harrison St.
Sec.—Ralph E. Grimes, 1210 W. 3rd St.
Jurisdiction — Ten-mile radius, provided same does not intrude upon the jurisdiction of a local previously chartered.

Dover, N. J. 237
Musicians' Protective Union.
Pres.—Nicholas J. Parella.
Sec.—Mason King, 31 Hoagland Ave.
Jurisdiction—North, to and including Green Pond and Sparta, N. J.; east, to the northwest boundary line of Morristown, N. J.; south to and including Chester, N. J.; west, to and including Hackettstown and Newton, N. J.

Dubuque, Iowa 289
Musicians' Protective Association.
Pres—Frank T. Nagele, 1600 Atlantic St.
Sec.—Mark W. Gavin, 1449 Delhi St.
Jurisdiction—Thirty miles.

Duluth, Minn. 18
Duluth Musicians' Association.
Pres.—Walter E. Lange, 1608 Jefferson St.
Sec.—Roy H. Flaaten, 301 Glencoe Bldg.
Jurisdiction—Thirty-five miles.

Dunkirk, N. Y. 108
Musicians' Protective Association.
Pres.—Donald McCallum, 535 Leopard St.
Sec.—Carl Dispenza, 320 Deer St.
Jurisdiction—East, Silver Creek, 10 miles; south, Cassadaga, 12 miles; west, Westfield, 18 miles; north (water), Lake Erie.

East Aurora, N. Y. 634
Musicians' Protective Union.
Pres.

Sec.—Clayton Fattey, 388 Girard Ave.
Jurisdiction — Ten-mile radius, except where such claim conflicts with prior jurisdiction of Buffalo, N. Y.

East Liverpool, Ohio 172
Musicians' Mutual Protective Union.
Pres.—Byron Whitehill, 1122 Vine St.
Sec.—Alvin Babb, P. O. Box 322.
Jurisdiction—Ten miles, including East Liverpool, Wellsville, Peace Valley, Salineville and East Palestine, Ohio, and Chester and Newell, W. Va.

East St. Louis, Ill. 717
Musicians' Protective Union.
Pres.—L. F. Bierck, 640 North 37th St.
Sec.—Wm. Schmidt, 545 N. 22nd St.
Jurisdiction — On the west, Mississippi River; on the east, midway between the St. Louis (Mo.) and Belleville (Ill.) Court Houses; on the south, 10 miles from the East St. Louis Court House; on the north, up to Madison (Ill.) city limits and to the Madison County line.

Easton, Pa. 379
Musicians' Protective Union.
Pres.—Wm. H. Seibel, 128 S. 9th St.
Sec.—Paul T. M. Hahn, 446 Williams St.
Jurisdiction—Easton, Butztown, Oakland Park, Tatamy, Stockertown, Martin's Creek, Raubsville, Bushkill Park, Island Park and Glendon, Pa., and Phillipsburg, Alpha, Brainards, Stewartsville, Broadway, New Village, Washington, Carpentersville, Belvidere, Buttsville, including Mountain Lake in New Jersey.

Eau Claire, Wis. 345
Chippewa Valley Musicians' Union.
Pres.—Glenn Woodford, 322½ N. Oxford Ave.
Sec.—Palmer Anderson, 609 Franklin St.
Jurisdiction—Twenty-five miles north, east and west of Chippewa Falls, and twenty-five miles west of Eau Claire.

Edmonton, Alta., Canada 390
Musicians' Protective Union.
Pres.—H. M. Seller, 10733 118th St.
Sec.—H. G. Turner, 303 Alexandria Block.
Jurisdiction—North, east and west, to the boundaries of Alberta; south, to but not including Red Deer.

Edwardsville, Ill. 98
Musicians' Protective Union.
Pres.—Frank Fink, Bank of Edwardsville Bldg.
Sec.—Joseph F. Ladd, 306 Edwardsville Bank Bldg.
Jurisdiction—Ten miles; takes in Maryville, Troy and Glen Carbon, Ill.

Effingham, Illinois 113
Musicians' Protective Union.
Pres.—Warren McManaway, Effingham, Ill.
Sec.—Brown Dobbins, 1320 Richland Ave.
Jurisdiction—Ten miles.

Elgin, Ill. 48
Musicians' Union.
Pres.—R. F. Frish, 431 St. Charles St.
Sec.—F. J. Miller, 330 Raymond St.
Jurisdiction—Ten miles to the east and south, fourteen miles to the west, including Hampshire, twenty-six miles to the north, including Crystal Lake, Woodstock, McHenry and Johnsburg.

Elizabeth, N. J. 151
Musicians' Association.
Pres.—Julius F. Young, 613 Centennial Ave., Cranford, N. J.
Sec.—James R. Ross, 1072 Lafayette St.
Jurisdiction—Union County, except Plainfield and Summit.

Elkhart, Ind. 192
Musicians' Protective Association.
Pres.—Harry M. Geiss, R. R. No. 2.
Sec.—Francis Eckstein, 1212 East Beardsley Ave.
Jurisdiction—Elkart, Cassopolis, Diamond Lake, Christiana, Juno, Eagle and Simonton Lakes, Bristol, Stone Lake, Goshen, Milford, Ligonier and Sturgis, Mich.

Elkhorn, Wis. 680
Elkhorn Federation of Musicians.
Pres.—John Kurtz, 700 East North St., White Water, Wis.
Sec.—C. A. Anderson, 404 N. Wisconsin St.
Jurisdiction—All of Walworth County.

Elmira, N. Y. 314
Musicians' Protective Union.
Pres.—Geo. W. Sheahan, 722 E. Washington Ave.
Sec.—John W. Sheahan, 713 Harper St.
Jurisdiction — Ten miles, and including Corning and Painted Post.

El Paso, Texas 466
Musicians' Protective Association.
Pres.—B. Casciano, 2629 E. Yandel Blvd.
Sec.—C. H. Armstrong, Box 1257.
Jurisdiction—El Paso and fifty-mile radius.

Elwood City, Pa. 545
Musicians' Protective Union.
Pres.—Jos. Venezie, 1130 South Sec.
Sec.—Thomas Lordi, 18 Pgh. Circle.
Jurisdiction—Ten miles.

Ely, Nevada 212
Musicians' Protective Union.
Pres.—Douglas Hawkins.
Sec.—Zina Harrison, P. O. Box 1092.
Jurisdiction—Ely, East Ely, McGill, Ruth, Kimberly, Ripetown and the whole of White Pine County, Nev.

Enumclaw, Wash. 585
Musicians' Mutual Protective Union.
Pres.—Tom Cleaver, Selleck, Wash.
Sec.—Robert Montgomery, 2026 Griffin Ave.
Jurisdiction—Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.

Erie, Pa. 17
Musicians' Protective Association.
Pres.—Oscar L. Nutter, 61 Kellog St.
Sec.—S. G. Anderson, 531 French St.
Jurisdiction—Twenty-five-mile radius, excepting Cambridge Springs.

Escanaba, Mich. 663
Musicians' Protective Union.

City — Local No.

Pres.—Stafford J. Leduc, 1321 Ludington St.
Sec.—J. J. Mitchell, 624 S. 9th St.
Jurisdiction—Twenty-five-mile radius, and to include Rapid River Falls Park.

Eugene, Oregon 689
Musicians' Protective Union.
Pres.—Ted Lenhart, Springfield, Oregon.
Sec.—Gary McLean, Route 3.
Jurisdiction—Ten-mile radius, and to include Albany, Oregon.

Eureka, Calif. 333
Musicians' Protective Union.
Pres.—Byron MacDonald, 1804 "C" St.
Sec.—W. M. Lawton, 802 Summer St.
Jurisdiction—All of Humboldt County.

Evanston, Wyoming 202
Musicians' Protective Union.
Pres.—James Horne, Jr., Box 506.
Sec.—Elwood Smith, Main St.
Jurisdiction—Ten miles.

Evansville, Ind. 35
Musicians' Associaition.
Pres.—Herman Dreier, 727 W. Illinois St.
Sec.—Bert Reed, 516 E. Cherry St.
Jurisdiction—Ten miles, including Henderderson, Ky.

Everett, Wash. 184
Musicians' Mutual Protective Union.
Pres.—John M. Norland, R. F. D. No. 1.
Sec.—H. L. Brunner, 3312 Hoyt Ave.
Jurisdiction—All of Snohomish County except that part lying within a twenty-mile radius of Local No. 76, Seattle, Wash.

Fairmont, W. Va. 507
Musicians' Mutual Protective Union.
Pres.—Claude E. Vincent, Manley Bldg., Jefferson St.
Sec.—H. S. Kopp, P. O. Box 941.
Jurisdiction—North to within ten miles of Morgantown, east, 10 miles; west to and including Farmington. The principal towns included in this jurisdiction are Fairmount, Monogah, Worthington, Antioch, Colfax, Kingmont, Hammond, Barackville, Fairview, Montana, Baxter, Pine Grove and Uffington.

Fall River, Mass. 216
Musicians' Protective Union.
Pres.—Alcide H. Breault, 1161 Stafford Rd.
Sec.—Frank Mellor, 48 Thomas St.
Jurisdiction—Fall River, Brighton, Somerset, Assonet, Westport, Mass.; Tiverton, Bristol, Warren and Portsmouth, R. I.

Falls City, Neb. 425
Musicians' Protective Union.
Pres.—John Lichty, R. F. D.
Sec.—Claude M. Crandell, 2307 Chase St.
Jurisdiction—Ten miles.

Fargo, N. D. 382
Musicians' Protective Union.
Pres.—Norman Ostby, 711 Second St., N.
Sec.—H. M. Rudd, 725 Bluff St.
Jurisdiction—North, 38 miles; west, as far as the Montana line on the M. P. Road; east, 28 miles into Minnesota, and south, to the South Dakota line.

City — Local No.

Farmington, Ill. 394
Musicians' Protective Union.
Pres.—Wesley McKinney.
Sec.—Alex. Mason, 90 North Main St.
Jurisdiction—Ten miles, including Eden, Tivoli, Ellwood, Gate City, Middle Grove, Rappatta and Fairview.

Findlay, Ohio 527
Musicians' Protective Association.
Pres.—Wm. Wittenmyer, 1224 Summit St.
Sec.—P. C. Nye, P. O. Box 424.
Jurisdiction—Ten miles.

Fitchburg, Mass. 173
Musicians' Mutual Association.
Pres.—F. A. Calder, 141 Myrtle Ave.
Sec.—Alexander Cook, 397 Elm St.
Jurisdiction—Ashburnham, Ashby, Fitchburg, Gardner, Leominster, Lunenburg, Shirley, South Ashburnham, Townsend and Westminster.

Flint, Mich. 542
Flint Society of Musicians.
Pres.—J. Eugene Maynard, 2006 Raskob St.
Sec.—Harry M. Stevenson, 219 Pengelly Bldg.
Jurisdiction—Ten miles, including Flushing, Clio, junction of North Dixie and Dort Highway, Otisville, Genesee, Richfield Center, Russellville, Lapeer, Holly, Fenton, Linden, Argentine, Montrose, Durand.

Fond du Lac, Wis. 309
Musicians' Protective Union.
Pres.—E. A. Jones, 45 Eighth St.
Sec.—W. H. Jens, 308 Third St.
Jurisdiction—Fond du Lac and Calumet Counties, but not to intrude upon the jurisdiction of Local 337, Appleton, Wis.

Fort Dodge, Iowa 504
Fort Dodge Musicians' Association.
Pres.—John J. Donohue, Clare, Iowa.
Sec.—F. A. Zalesky, 1725 Sixth Ave., No.
Jurisdiction—Ten miles, including Clare, Humboldt and Twin Lakes, Iowa.

Fort Scott, Kansas 755
Musicians' Protective Union.
Pres.—D. E. Fox, 1626 E. Pine St.
Sec.—D. Filizola, 114 E. Wall St.
Jurisdiction—Ten miles.

Fort Smith, Ark. 385
Musicians' Protective Union.
Pres.—Geno Scott, 2123 Edwin St.
Sec.—Maurice Derdeyn, 501 N. 13th St.
Jurisdiction—Ten miles.

Fort Wayne, Ind. 58
Musical Protective Association.
Pres.—H. James Flack, 1324 Colerick St.
Sec.—Robt. A. Jellison, Rooms 504-505 Citizens Trust Bldg.
Jurisdiction—All of Allen, DeKalb and Steuben counties, and that part of Noble County lying east of the present State Road No. 9.

Fort Worth, Texas 72
Musicians' Protective Union.
Pres.—Woods C. Moore, 108½ E. 6th St.
Sec.—Woods C. Moore, 108½ E. 6th St.

Jurisdiction—Eighteen-mile radius, and to the Dallas-Tarrant County line on the east, and including Mineral Wells.

Fostoria, Ohio 121
Musicians' Protective Union.
Pres.—W. D. Kuhn, 205 Elm St.
Sec.—A. M. Dennis, 611 Van Buren St.
Jurisdiction—Fostoria, Alvada, Rising Sun, Bradner, Arcadia, Bloomdale, Amsden, Kansas, New Reigle, Wayne, Meadowbrook Park, Bascom, all within a radius of ten miles, and Bettsville and Carey.

Frankfort, Ind. 352
Musicians' Protective Union.
Pres.—Harold Arman, 1155 S. Columbia St.
Sec.—Chas. M. Hayes, 1358 S. Columbia St.
Jurisdiction—Ten miles, and to include Lebanon, Ind.

Freeland, Pa. 557
Musicians' Protective Union.
Pres.—Vincent Maloney, 420 Washington St.
Sec.—John Bonner, 421 Adam St.
Jurisdiction—Ten miles, including Ebervale and White Haven.

Freeport, Ill. 340
Musicians' Union.
Pres.—Karl J. Hoffman, 210 N. Grove Ave.
Sec.—Ferd. D. Tappe, 24 W. Washington St.
Jurisdiction—Eighteen miles north, including Winslow, Ill.; 10 miles east; 15 miles south, including Forreston, and 15 miles west, including Lena and Pearl City.

Fremont, Neb. 540
Musicians' Protective Union.
Pres.—R. E. Buck, N. Union St.
Sec.—G. A. Rose, 1249 North Irving St.
Jurisdiction—Fremont, Valley, Waterloo, Arlington, Nickerson, Ames and Cedar Bluffs.

Fremont, Ohio 206
Musicians' Protective Union.
Pres.—W. O. Fought, 213 Howard St.
Sec.—C. E. Wingard, 919 Franklin St.
Jurisdiction—Ten miles: includes Clyde, Ohio.

Fresno, Cal. 210
Musicians' Protective Association.
Pres.—L. D. Bowen, 4649 East Tulare St.
Sec.—H. Boettcher, Jr., 1003 N. Fulton St.
Jurisdiction—All of Fresno County, and all of Madera County with the exception of that territory lying within a ten-mile radius of Chowchilla.

Fulton, N. Y. 267
Musicians' Protective Union.
Pres.—Tom Blanton, 66 South First St.
Sec.—Al. Bedell, 207 S. Second St.
Jurisdiction—Ten miles, but not to intrude on the jurisdiction of a local previously chartered.

Galesburg, Ill. 178
Musicians' Protective Union.
Pres.—Dewill Depue, 245 W. Berrien.
Sec.—Bert. E. McLaughlin, 220 People's Bank Bldg.
Jurisdiction—Ten miles, including Knoxville.

Galveston, Texas 74
Musicians' Protective Union.
Pres.—Felix Stella, 714 17th St.
Sec.—John Ragone, 1306 Avenue K.
Jurisdiction—All of Galveston County.

Glasgow, Mont. 244
Musicians' Protective Union.
Pres.—Wm. C. Hamilton, Orpheum Apts.
Sec.—Ted Maxwell.
Jurisdiction—Fifty miles, but not to intrude on the jurisdiction of a local previously chartered.

Glen Lyon, Pa. 696
Musicians' Protective Union.
Pres.—William Evans, 56 Market St., Nanticoke, Pa.
Sec.—Frank Terkoski, 17 Spring St.
Jurisdiction—Ten-mile radius, provided same does not intrude upon the jurisdiction of a local previously chartered.

Glens Falls, N. Y. 129
Musicians' Protective Union.
Pres.—Leroy D. Thomas, 250 South St.
Sec.—Donald Curtis, 13½ Goodwin Ave.
Jurisdiction—All of Warren County (except Luzerne) including Lake George Village and the West Shore of Lake George to and including Hague and the East Shore from Lake George to and including Kattskill Bay; South Glens Falls in Saratoga County; and Hudson Falls and Fort Edward in Washington County.

Gloucester-Manchester, Mass. 324
Musicians' Protective Association.
Pres.—Wm. E. Slade, 42 Pleasant St., Manchester, Mass.
Sec.—William B. Colby, 15 Madison Ave., Gloucester, Mass.
Jurisdiction—Gloucester, Manchester, Rockport and Essex.

Gloversville, N. Y. 163
Musicians' Protective Association.
Pres.—Joseph Wilkins, corner Washington and Carpenter.
Sec.—Ralph V. Balzano, 125 Sixth Ave.
Jurisdiction—Ten-mile radius of Gloversville and Johnstown, also Sacandaga Park, a summer resort 18 miles north; Canada Lake, Lake Pleasant, Speculator, Wells, Fonda, Fultonville, Canago Lake, Pine Lake and Northville.

Grand Coulee, Wash. 397
Musicians' Protective Union.
Pres.—Maurice Way.
Sec.—Claude La Pearl.
Jurisdiction—Fifteen miles, but not to intrude on the jurisdiction of a local previously chartered.

Grand Forks, N. D. 485
Musicians' Protective Union.

Pres.—W. V. Winters, 320 N. 5th St.
Sec.—A. J. Bentley, 620 10th Ave., So.
Jurisdiction—Thirty miles.

Grand Island, Neb. 738
Musicians' Protective Union.
Pres.—Daniel Sanders, c/o Court House.
Sec.—Ferd. Seebohm, P. O. Box 174.
Jurisdiction—Ten miles.

Grand Junction, Colo. 164
Musicians' Protective Union.
Pres.—Ben Redding, 427 Ouray Ave.
Sec.—Milo Brown, 735 Rood Ave .
Jurisdiction—Mesa, Montrose and Delta Counties and a portion of Garfield County, including the town of New Castle.

Grand Rapids, Mich. 56
Musicians' Protective Association.
Pres.—Robt. C. Wilkinson, 232 Fitz, S. W.
Sec.—Leon Knapp, 211 Monroe St., N. W.
Jurisdiction—Ten miles.

Great Falls, Montana 365
Musicians' Protective Union.
Pres.—Al. LeClaire, 2022 Central Ave.
Sec.—Robert Ralph. 725 3rd Ave.. South.
Jurisdiction — Fifty-mile radius, provided same does not intrude upon the jurisdiction of a local previously chartered.

Greeley, Colo. 396
Musicians' Protective Union.
Pres.—Clay Taylor, 1402 Tenth St.
Sec.—Carl Norman, 1222 14th Ave.
Jurisdiction—Ten miles, and to include Fort Collins, Loveland and Berthoud.

Green Bay, Wis. 205
Green Bay Federation of Musicians.
Pres.—Wm. Grohndorf, 409 Third St., De Pere, Wis.
Sec.—Frank Renard, 934 E. Walnut St.
Jurisdiction—Ten miles.

Greensburg, Pa. 339
Greensburg Musical Society.
Pres.—Nicholas A. Roy, 122 Laird St.
Sec.—C. R. Keister, 114 North Maple Ave.
Jurisdiction—West to and including Byerly Crest; east including Derry, Ligonier Valley Beach and Park, and Rolling Rock Country Club; south including Ruffsdale and Tarrs; and north including Delmont.

Greenfield, Mass. 621
Franklin County Musicians' Association.
Pres.—H. Maddern, 85 K St., Turners Falls, Mass.
Sec.—E. Forrest Sweet, 256 Federal St.
Jurisdiction — Greenfield, Turners Falls, Shelburne Falls, Heath, Charlemont, Deerfield, South Deerfield, Sunderland, Bernardston, Montaque, Montaque City and Millers Falls, all in Massachusetts.

Greensboro, N. C. 332
Musicians' Protective Union.
Pres.—John D. Smith, 311 N. Forbis St.
Sec.—Conrad Lahser, 403 N. Edgeworth St.
Jurisdiction—Ten miles.

Greenville, Ohio 599
Musicians' Protective Union.
Pres.—Dan H. Brown, 219 E. 3rd St.
Sec.—D. O. Hughes, 603 East Main St.
Jurisdiction—All of Darke County (except Bradford), all of Mercer County; and all of the town of Union City in Ohio and Indiana.

Greenville, Pa. 460
Musicians' Protective Union.
Pres.—C. F. McCliams, 114 Clinton St.
Sec.—R. C. Seeley, P. O. Box 727.
Jurisdiction—Ten-mile radius, but not to intrude upon the jurisdiction of a local previously chartered.

Greenville, S. C. 694
Musicians' Protective Union.
Pres.—Clay Elrod, 223 East Earle St.
Sec.—Ernest B. Hudson, P. O. Box 1234.
Jurisdiction—Ten miles.

Hagerstown, Md. 770
Musicians' Protective Union.
Pres.—Arthur W. Seigman, 719 Virginia Ave.
Sec.—Samuel Strine, 527 West Franklin St.
Jurisdiction—Ten miles.

Hamburg, N. Y. 649
Musicians' Protective Union.
Pres.—Roy Clark, R. F. D. No. 2.
Sec.—Walter Machmer, 57 Pleasant Ave.
Jurisdiction—Ten miles.

Hamilton, Ont., Canada 293
Musicians' Protective Association.
Pres.—E. J. Potter, 269 Charlton Ave., W.
Sec.—A. J. Nelligan, 81 Pickton St., E.
Jurisdiction—Hamilton, Burlington, Dundas, Grimsby, Bramesville, Oakville, Jarvis. Dunnville, Hagersville, Caledonia.

Hamilton, Ohio 31
Musicians' Protective Association.
Pres.—Wm. E. Glauch, 1308 Vandeveer Ave.
Sec.—Frank F. Wessel, 314 Rentschler Bldg.
Jurisdiction—Twelve miles, and to include Oxford, Ohio.

Hammond, Ind. 203
Hammond Federation of Musicians.
Pres.—J. Arthur Davis, 264 Highland St.
Sec.—Reinhardt Elster, 650 Sibley St.
Jurisdiction—All of Lake County, Ind., and Calumet City, Ill., including cities and towns of Ainsworth, Black Oak, Brunswick, Cedar Lake, Cook, Creston, Crown Point, Deep River, Dyer, East Chicago, East Gary, Gary, Griffith, Hammond, Highland, Hobart, Indiana Harbor, Lowell, Merrillville, Miller, Munster, Schererville, Schneider, Shelby, St. John, Whiting and Winfield, Ind.

Hannibal, Mo. 448
Musicians' Protective Union.
Pres.—F. D. Cash, 521 Olive St.
Sec.—Carl F. Hamilton, 417a Broadway.
Jurisdiction—North eight miles, including Palmyra, Mo., south, east and west thirty miles.

Hanover, Pa. 49
Musicians' Protective Association.
Pres.—Dennis E. Dell, 29 W. Walnut St.

Sec.—Teddy T. Baker, 147 Jackson St.
Jurisdiction—10-mile radius, all of Adams County and including Caledonia Park.

Harmony, Pa. 720
Musicians' Protective Union.
Pres.—E. B. Walker, R. D. 2, Evans City, Pa.
Sec.—W. R. Baker, 110 Pattison St., Evans City, Pa.
Jurisdiction—Ten miles.

Harrisburg, Pa. 269
Musical Association.
Pres.—Lewis W. Cohan, 64½ N. 17th St.
Sec.—Ralph Feldser, 301 State Theatre Bldg.
Jurisdiction—Ten (10) miles north, sixteen (16) miles east to and including Hershey Park and Palmyra, ten (10) miles south and eighteen (18) miles west to and including Williams Grove Park and Carlisle.

Hartford, Conn. 400
Musicians' Protective Union.
Pres.—Henry Zaccardi, Rooms 532-534, 635-647 Main St.
Sec.—Louis Greenberg, Rooms 532-534, 635-647 Main St.
Jurisdiction—Twenty miles north, including Windsor Locks and Warehouse Point; twenty miles east, including Rockville and Crystal Lake; ten miles south, including Rocky Hill and Newington; twelve miles west, including Avon and Simsbury.

Hartford, Conn (Colored) 335
Musicians' Protective Association.
Pres.—A. H. Davis, 41 Brook St.
Sec.—James R. Bacote, 146 Mather St.

Haverhill, Mass. 302
Musicians' Protective Union.
Pres.—Harry Clarke, Riverview Rd., Bradford, Mass.
Sec.—C. Albert Canney, Box 647.
Jurisdiction—Ten miles; includes Haverhill, Boxford, Byfield, Georgetown, Groveland, West Newbury, Plaistow, Newton, Salem, Kingston, Exeter, Newfields.

Havre, Montana 653
Musicians' Protective Union.
Pres.—Howard Williamson, P. O. Box 909.
Sec.—Charles Ivey, P. O. Box 909.
Jurisdiction—Ten miles.

Hazleton, Pa. 139
Musicians' Protective Union.
Pres.—Michael Whittig, 658 Lincoln St.
Sec.—Wm. Schmauch, 638 W. Diamond Ave.
Jurisdiction—North side, all territory within five miles; east, west and south sides, ten miles; the other territory to the north given to Freeland.

Helena, Ark. 392
Musicians' Protective Union.
Pres.—George A. Gibson.
Sec.—J. W. Clopton, 702 Perry St.
Jurisdiction—Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.

Helper, Utah 225
Musicians' Protective Union.
Pres.—John H. Harmon, Price, Utah.
Sec.—John W. Holden, Price, Utah.
Jurisdiction—Ten miles, but not to intrude on the jurisdiction of a local previously chartered.

Hibbing, Minn. 612
Musicians' Protective Union.
Pres.—D. J. Bloom, 115 Garfield St.
Sec.—Sverre Elnes, 2902 Fourth Ave.
Jurisdiction—Radius of fifteen miles.

Hicksville, Ohio 699
Musicians' Protective Union.
Pres.—O. V. Hart, South Main St.
Sec.—Ralph E. Carr, 117 W. Cornelia St.
Jurisdiction—Ten miles.

Hillsboro, Ill. 516
Musicians' Protective Union.
Pres.—Geo. R. French, 1410 Vandalia Rd.
Sec.—Maurice Joyce, General Delivery.
Jurisdiction—Ten miles and to include Nokomis and Witt.

Holyoke, Mass. 144
Musicians' Protective Union.
Pres.—Telesphore Bourassa, 301 Sargeant St.
Sec.—Raymond Schirch, 86 Congress Ave.
Jurisdiction—Ten miles, within the following boundaries; Holyoke and Easthampton, thence on a straight line to summit of Mt. Holyoke, thence on a circuitous line to and including Fairview, thence on a straight line to north side of Aldenville Grove, thence on a straight line to the Bright Side Hotel, thence westerly to Westfield line, following northerly Westfield and Southampton lines to Easthampton boundary.

Honeoye Falls, N. Y. 458
Musicians' Protective Union.
Pres.—Dale Kellogg, 15 Ontario St.
Sec.—R. E. Neenan, 12 Monroe St.
Jurisdiction—Ten miles.

Hoosick Falls, N. Y. 317
Musicians' Protective Association.
Pres.—Lynn Chapman.
Sec.—Leo Rancourt, Jr., 20 River St.
Jurisdiction—North 16 miles, including Hedges Lake and Lake Lauderdale; east 12 miles, including Bennington, Vt.; south and west 10 miles.

Hornell, N. Y. 416
Musicians' Protective Union.
Pres.—Harry Williams, 47 Broadway.
Sec.—W. H. Fix, 1 Egger Place.
Jurisdiction—Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.

Hot Springs, Ark. 270
Vapor City Musicians' Union.
Pres.—J. B. Freese, 1047 Spring St.
Sec.—John E. Jones, 851 Park.
Jurisdiction—Thirty miles.

Houston, Texas 65
Musicians' Protective Union.
Pres.—H. B. Amick, Route 10, Box 327.
Sec.—E. E. Stokes, 621 Kress Bldg.

Jurisdiction—Harris County and extending to and including Missouri City and Sugarland in Ft. Bend County.

Huntingdon, Pa. 283
Huntingdon Musicians' Association.
Pres.—Bernard Schmitt, 1133 Mifflin St.
Sec.—John C. Barner, 431 Moore St.
Jurisdiction—Radius of ten miles, and to include Saxton, Mt. Union and Orbosonia.

Huntington, W. Va. 362
Musicians' Protective Union.
Pres.—S. L. Ridenour, 912 Third Ave.
Sec.—R. B. Hastings, 909 9th St.
Jurisdiction—North ten miles, to include towns of Chesapeake, Coryville and Proctorville, Ohio; east 25 miles, to include towns of Barboursville, Ona, Milton and Hurricane, W. Va.; south ten miles, and west 7½ miles to the Big Sandy River, taking in town of Kenova, W. Va.

Huntsville, Ont., Canada 682
Huntsville Musicians' Association.
Pres.—Charles O. Shaw, P. O. Box 620.
Sec.—Wm. Howells, P. O. Box 586.
Jurisdiction—Fifteen miles and to include the Village of Dorset.

Hutchinson, Kansas 110
Musicians' Protective Association.
Pres.—A. R. Ashley, 516 W. Seventh St.
Sec.—H. C. Stephenson, P. O. Box 145.
Jurisdiction—Ten miles.

Huron, S. D. 693
Musicians' Protective Union.
Pres.—G. W. Beddow, 981 Idaho, S. E.
Sec.—R. E. Balzer, 135 7th St., S. W.
Jurisdiction—Ten-mile radius, provided same does not intrude upon the jurisdiction of a local previously chartered.

Idaho Falls, Idaho 412
Musicians' Protective Union.
Pres.—Pierce B. Nelson, Route 3.
Sec.—Ralph L. Walker, P. O. Box 776.
Jurisdiction—Twenty-five miles.

Ilion, N. Y. 383
Musicians' Protective Association.
Pres.—Paul Meurant, 13 Beech St.
Sec.—James A. Scott, 341 Atsego St.
Jurisdiction—Frankfort, two miles west; Mohawk, one mile east, and Herkimer, three miles east; the four towns are almost connected.

Indiana, Pa. 251
Indiana Musicians' Association.
Pres.—B. H. Lichteberger, 42 S. 6th St.
Sec.—Joseph R. Davis, 942 Chestnut St.
Jurisdiction—Indiana County, except that part previously chartered.

Indianapolis, Ind. 3
Musicians' Protective Association.
Pres.—John Goll, 4246 College Ave.
Sec.—A. Hammerschlag, Room 105, 136 North Delaware.
Jurisdiction—Radius of 20 miles.

International Falls, Minn. 156
Musicians' Protective Association.
Pres.—Clarence Jornlin, 912 Ninth St.
Sec.—Clarence Torp, Carroll's Hotel.

Jurisdiction—Ten miles, but not to intrude upon the jurisdiction of a local previously chartered.

Iowa City, Iowa 450
Musicians' Protective Union.
Pres.—Edward J. Bryan, 17 W. Prentiss St.
Sec.—Wm. A. Bachman, 15 E. Harrison St.
Jurisdiction—Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.

Iron Mountain, Mich. 249
Musicians' Protective Union.
Pres.—Jack Rubbo, 808 Millie St.
Sec.—Robert J. Baldrica, 114 W. "C" St.
Jurisdiction—Ten miles, including Hamilton Lakes Resort.

Ithaca, N. Y. 132
Musicians' Protective Union.
Pres.—August Schmidt, 506 S. Aurora St.
Sec.—J. B. Stout, 107 W. Lincoln Ave.
Jurisdiction—Ten miles.

Jackson, Mich. 387
Musicians' Protective Union.
Pres.—J. Adams Geiger, 1105 Chiddock Ave.
Sec.—L. F. Barritt, 1015 E. Ganson St.
Jurisdiction—Ten miles and also Wolf Lake, Clark's Lake and Pleasant Lake.

Jackson, Miss. 579
Musicians' Protective Union.
Pres.—Robert C. Pitard, 851 N. Jefferson St.
Sec.—Lee D. Hardcastle, 738 Broad.
Jurisdiction—Ten-mile radius.

Jacksonville, Fla. 444
Musicians' Protective Association.
Pres.—Chas. E. Le Paige, 423 W. 6th St.
Sec.—C. L. England, 21 North Ocean St.
Jurisdiction—Ten miles.

Jacksonville, Ill. 128
Musicians' Protective Union.
Pres.—Glen Skinner, 807 South East St.
Sec.—Adam Ehrgott, 1128 S. East St.
Jurisdiction—North, 15 miles; east, 17½ miles; south and west, 25 miles.

Jamestown, N. Y.-Warren, Pa. 134
Jamestown-Warren Musicians' Asso.
Pres.—Hugh Lambert, 22 Bush St., Jamestown, N. Y.
Sec.—Royal F. Ritch, 13 E. Fourth St., Jamestown, N. Y.
Jurisdiction—A radius of 15 miles of Jamestown, including all points on Chautauqua Lake as Celeron, Lakewood, Stow, Chautauqua Assembly Grounds, Mayville, Point Chautauqua, Midway Park, Maple Springs, and Bemus Point, and a radius of 20 miles from Warren, Pa.

Janesville, Wis. 328
Musicians' Protective Union.
Pres.—J. W. Gilmore, 1502 Oakland Ave.
Sec.—A. A. McGill, 1202 Eastern Ave.
Jurisdiction—Ten miles east and west, twenty miles north, including Fort Atkinson and a radius of six miles of that city,

and seven miles south of the city of Janesville.

Jefferson City, Mo. 217
Musicians' Protective Union.
Pres.—Oscar H. Petry, 623 School St.
Sec.—F. X. Holt, 515 Madison St.
Jurisdiction—Ten miles, and to include Fulton, Mo.

Jersey City, N. J. 526
Musicians' Protective Union.
Pres.—Harry J. Steeper, 225 30th St., Woodcliff, N. J.
Sec.—John Firenze, 156 Webster Ave.
Jurisdiction—Hudson and Bergen Counties, N. J., all east of the Hackensack River.

Johnstown, Pa. 41
Musical Society.
Pres.—C. C. Cutteridge, 744 Sherman St.
Sec.—Edgar T. Callio, 210 Blaine St.
Jurisdiction—Ten miles.

Joliet, Ill. 37
Musicians' Protective Union.
Pres.—Elmer Brockway, 104 Park Road.
Sec.—J. S. Simpson, 103 South Prairie Ave.
Jurisdiction—Monooka, Plattsville, Mokena, Frankport and Manhattan.

Junction City, Kansas 357
Musicians' Protective Union.
Pres.—Howard Woodward, 124 E. 3rd St.
Sec.—Warren A. Robertson, 139 E. 10th St.
Jurisdiction — Ten-mile radius, including territory to the west up to but not including Abilene.

Kalamazoo, Mich. 228
Musicians' Protective Association.
Pres.—E. F. Whittington, 530 W. Cedar St.
Sec.—Maude E. Stern, 138 N. Burdick St.
Jurisdiction—All of Kalamazoo County.

Kalispell, Mont. 552
Musicians' Protective Union.
Pres.—E. A. Mercer, 502 Third Ave., W.
Sec.—David F. Roseneau, 745 1st Ave., E.
Jurisdiction—Flathead and Lincoln Counties.

Kankakee, Ill. 288
Musicians' Protective Association.
Pres.—Leo St. Hilaire, 484 N. Greenwood Ave.
Sec.—Fred H. Asby, 640 S. Greenwood Ave.
Jurisdiction—North, half way to Crete Local and Joliet Local; east, half way to Lafayette Local; south, half way to Watseka and Champaign Local; west, half way to Streator Local; including the following towns: Bradley, Bourbonnais, Beaverville, Buckingham, Bonfield, Clifton, Chebanse, Cullom, Cabery, Chatsworth, Deselm, Eagle Island, Grant Park, Goodrich, Herscher, Kempton, L'Eradle, Midway City, Momence, Manteno, Peotone; Papineau, Piper City, Rockville, Reddick, St. George, St. Anne, Union Hill and Wichert.

Kansas City, Mo. 34
Musicians' Association.
Pres.—Floyd D. Zook, 4420 Prospect Ave.
Sec.—Fred S. Joste, 1017 Washington St.
Jurisdiction—Thirty miles, including Excelsior Springs, and to include Leavenworth, Kans., and a ten-mile radius thereof.

Kansas City, Mo. (Colored) 627
Musicians' Protective Union.
Pres.—William Shaw, 1625 E. 18th St.
Sec.—Earl M. Jefferson, 1823 Highland Ave.
Jurisdiction—Thirty miles and to include Excelsior Springs, Mo.

Kelso-Longview, Wash. 668
Musicians' Mutual Protective Union.
Pres.—Lee S. Dunlap, 263 24th Ave., Longview, Wash.
Sec.—F. G. Donahue, 531 21st Ave., Longview, Wash.
Jurisdiction—All of Cowlity County.

Kemmerer, Wyoming 707
Musicians' Protective Union.
Pres.—Dave Hunter, 605 Topaz St.
Sec.—Steve J. Podlesnik, 1222 Beach Ave.
Jurisdiction—Ten miles.

Kenosha, Wis. 59
Musicians' Union.
Pres.—H. A. Thompson, 2426 Roosevelt Rd.
Sec.—Clifford Lindstrand, 6626 23rd Ave.
Jurisdiction—All of Kenosha County.

Keokuk, Iowa 264
Musicians' Protective Union.
Pres.—M. LeRoy Kaiser, 719 Morgan St.
Sec.—J. E. Peterson, 1414 Concert St.
Jurisdiction—Ten miles.

Kewanee, Ill. 100
Musicians' Protective Association.
Pres.—R. A. Little, West First St.
Sec.—C. D. DePauw, 412 Rockwell St.
Jurisdiction—Ten miles.

Kingston, N. Y. 215
Musicians' Protective Union.
Pres.—Jacob Mollott, 49 Green St.
Sec.—John A. Cole, 272 West Chestnut St.
Jurisdiction—East, to the Hudson River; north, to and including the Townships of Athens, Cairo, Windham, Ashland and Prattsville in Green County; west, to and including the Townships of Halcot, Lexington in Green County, and Shandaken, Hardenburgh and Denning in Ulster County; south, to and including the Townships of Warwarsing, Rochester, New Paltz and Lloyd in Ulster County and that part of the Township of Middletown to Delaware County not included in the jurisdiction of Local No. 443, Oneonta, N. Y.

Kitchener, Ont., Canada 226
Musicians' Protective Association.
Pres.—J. N. Zeller, 70 Walter St.
Sec.—F. A. Matthews, 105 Cedar St., S.
Jurisdiction—Ten-mile radius of Kitchener; ten-mile radius of Galt, Guelph and vicinity, including New Hamburg and Elmira.

Kittanning, Pa. 603
Musicians' Union.
Pres.—Leslie A. Vensel, 210 Garfield St.
Sec.—Mrs. Frank E. Hayes, 151 N. McKean.

City — Local No.

Jurisdiction—Ten miles, and to include Yatesboro, Rural Valley, Sunset Grove and Club Shannock at NuMine, Sagamore, Dayton and New Bethlehem.

Klamath Falls, Ore. 495
Musicians' Protective Union.
Pres.—Walter H. Galloway, Apt. D, 1320 Oak St.
Sec.—Peter Silani, 1825 Siskiyou St.
Jurisdiction—All of Klamath County and to include Tule Lake, Calif., and as far south as Dorris, Calif.

Knoxville, Tenn. 546
Musicians' Protective Association.
Pres.—Maynard Baird, 2645 Jefferson Ave.
Sec.—E. J. Smith, 229 Flatiron Bldg.
Jurisdiction—Fifty-five miles in direction of Chattanooga, including Athens, 51 miles and 50-mile limit in all other directions, including Morristown (42 miles), Newport (50 miles), Jefferson City, Sevierville, Maryville.

Kokomo, Ind. 141
Musicians' Protective Union.
Pres.—Homer Shafer, 910 E. La Fontaine.
Sec.—Hal Denman, P. O. Box 272.
Jurisdiction—East, ten miles to Greentown; west, 25 miles to Frankton; north, ten miles to Galveston; south, ten miles to Tipton; all cities named above included.

La Crosse, Wis. 201
Musicians' Association.
Pres.—Merritt Wagner, 114 N. 21st St.
Sec.—Kingston Weisbecker, 511 Jackson St.
Jurisdiction—Ten miles.

Lafayette, Ind. 162
Musicians' Protective Association.
Pres.—Huber Galloway, 1621 Tippecanoe St.
Sec.—L. B. Elmore, 634 N. Sixth St.
Jurisdiction—Ten miles.

Lancaster, Pa. 294
Musicians' Protective Association.
Pres.—H. E. Ilgenfritz, 17 W. Farnum St.
Sec.—Geo. W. Glick, 648 E. Frederick St.
Jurisdiction—Ten miles.

Lancaster, Ohio 683
Lancaster Federation of Musicians.
Pres.—Paul Stoudt, 815 S. Broad St.
Sec.—Robert J. Dickson, R. F. D. No. 4.
Jurisdiction—All of Fairfield County.

Lansford, Pa. 436
Musicians' Association.
Pres.—Wm. R. Williams, W. Abbott St.
Sec.—Michael Yuskanish, 511 E. Ridge St.
Jurisdiction—Ten miles, and to include Nesquehoning, Pa.

Lansing, Mich. 303
Lansing Federation of Musicians.
Pres.—R. Bruce Satteria, 117 S. Holmes St.
Sec.—Carl H. Dewey, 915 W. Allegan St.
Jurisdiction—Thirty-mile radius from the State Capitol.

La Porte, Ind. 421
Musicians' Protective Union.
Pres.—Archie Good, 406 Allen St.
Sec.—John P. Baer, 101 E St.
Jurisdiction—Ten miles each direction.

Laramie, Wyoming 662
Associated Fraternity of Musicians.
Pres.—E. N. Hitchcock, 816 S. 10th St.
Sec.—H. J. Hunt, Box 653.
Jurisdiction—Ten-mile radius, provided same does not intrude upon the jurisdiction of a local previously chartered.

La Salle, Ill. 307
Musicians' Protective Union.
Pres.—Jos. Schneit, Sr., West Second St., Peru, Ill.
Sec.—Peter Mattioda, 131 West Erie St., Spring Valley, Ill.
Jurisdiction—Ten miles.

Las Vegas, Nev. 369
Musicians' Protective Union.
Pres.—C. E. Barbee, Whitney, Nev.
Sec.—E. B. Grubb, P. O. Box 1726.
Jurisdiction—Ten miles north, west and south and thirty miles east to and including Boulder City.

Lawrence, Kansas 512
Musicians' Protective Union.
Pres.—Louie Kuhn, 521 Indiana.
Sec.—James Holyfield, 1226 Conn St.
Jurisdiction—Ten miles.

Lawrence, Mass. 372
Musicians' Protective Union.
Pres.—Robert J. Hoellrich, 93 Boston St.
Sec.—Robt. E. Bardsley, 100 Wachosett Ave.
Jurisdiction—Lawrence, Methuen, Andover and North Andover.

Leadville, Colo. 28
Musicians' Protective Association.
Pres.—Wm. Youe, 404 W. 7th St.
Sec.—Walter G. Rittmayer, 600 E. 5th St.
Jurisdiction—Ten miles.

Lebanon, Pa. 750
Musicians' Protective Union.
Pres.—Johann M. Blose, 937 Chestnut St.
Sec.—Norman S. Steiner, 348 N. 20th St.
Jurisdiction—Ten miles, except on northeast, east and southeast; 14 miles up to Womelsdorf, including Rehrersburg, Bethel, Stouchburg, Sheridan, Newmanstown, Kleinfeltersville and Millbach; west, 10 miles, not including Borough of Palmyra.

Lehighton, Pa. 659
Carbon Musical Society.
Pres.—Charles Gazell, 327 South First St.
Sec.—Bert Mattern, 176 South Second St.
Jurisdiction—Ten miles and to include Slatington, Pa.

Lemont, Ill. 745
Musicians' Protective Union.
Pres.—W. L. Buszkiewicz, 608 Singer Ave.
Sec.—Charles Nicholls, Box 896.
Jurisdiction—Lemont only.

Lewiston, Idaho 664
Musicians' Protective Union.
Pres.—Art L. Poston, Route No. 2.
Sec.—M. S. Taylor, 311 Weisgerber Block.

Jurisdiction—Ten miles, but not to intrude on the jurisdiction of a local previously chartered.

Lewiston, Maine 409
Musicians' Protective Union.
Pres.—A. N. Pettingill, 198 Lisbon St.
Sec.—J. P. Dumais, 22 Bartlett St.
Jurisdiction—Ten miles, and to include Lewiston, Auburn, Lisbon, Sabbatus, Mechanics Falls, Turner and East Auburn.

Lewistown, Pa. 363
The Lewistown Musical Association.
Pres.—Levi C. Landis.
Sec.—Earle L. Reigle, 318 South Wayne St.
Jurisdiction—Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.

Lexington, Ky. 554
Musicians' Protective Union.
Pres.—S. R. Griffith, Box 733.
Sec.—Chas. S. Wright, 626 N. Limestone St.
Jurisdiction—Ten miles, and to include Frankfort, Ky.

Lima, Ohio 320
Lima Musicians' Protective Association.
Pres.—Cliff Selig, 1202 E. Elm St.
Sec.—H. G. Sloan, 681 W. Spring St.
Jurisdiction—The counties of Allen, Auglaize, Van Wert, Hardin and Putnam, including the Indian Lake territory.

Lincoln, Ill. 268
Musicians' Protective Union.
Pres.—William Yarcho, 224 Sixth St.
Sec.—Glenn E. Town, 719 N. Kickapoo St.
Jurisdiction—Twelve miles.

Lincoln, Neb. 463
Lincoln Musicians' Association.
Pres.—H. C. Zellers, 1127 Sharp Bldg.
Sec.—Mark Pierce, Room 222, Natl. Bank of Commerce Bldg.
Jurisdiction — Ten-mile radius, provided same does not intrude upon the jurisdiction of a local previously chartered.

Little Rock, Ark. 266
Pres.—Clarence McCrory, 1301 Woodrow.
Sec.—W. B. Hocott, 215 East Capitol Ave.
Jurisdiction—Ten miles.

Livingston, Montana 358
Musicians' Protective Association.
Pres.—Al Meissner, 119 South F. St.
Sec.—Earl G. Ammerman, 107 South "G" St.
Jurisdiction—All of Park County.

Lockport, N. Y. 97
Federation of Musicians.
Pres.—Stuart Dussault, 2 Washburn St.
Sec.—J. Franklin Dow, 2 Washburn St.
Jurisdiction—North, twelve miles; west, east and south, ten miles.

Logan, Utah 430
Musicians' Protective Association.
Pres.—Ted Rosengreen, 28 E. 2nd, So.
Sec.—Gilbert Thorpe, Box 183.
Jurisdiction—Ten miles.

London, Ont., Canada 279
Musicians' Union.
Pres.—James Creswell, 478 King St.
Sec.—C. N. Perrin, 352 Adelaide St.
Jurisdiction—Ten miles, and to include Grand Bend and Bayfield.

Long Beach, Calif. 353
Musicians' Association.
Pres.—J. Leigh Kennedy, 3730 Rose Ave.
Sec.—D. S. Dickinson, 1011 Linden Ave.
Jurisdiction—Ten miles.

Lorain and Elyria, Ohio 146
Musicians' Protective Association.
Pres.—R. L. Hastings, 265 Roosevelt Ave., Elyria, Ohio.
Sec.—Edward Kiefer, 2243 Reid Ave., Lorain, Ohio.
Jurisdiction—East to the Cuyahoga County line, and to the west and south taking in Vermillion, Ruggles Beach, Amherst, Oberlin, La Grange, Grafton and Wellington.

Los Angeles, Calif. 47
Musicians' Mutual Protective Association.
Pres. Frank D. Pendleton, 1417 George St.
Sec.—F. W. Forbes, 1417 Georgia St.
Jurisdiction—Twenty-five miles and Catalina Island.

Los Angeles, Calif. (Colored) 767
Musicians' Protective Union.
Pres.— Edward Bailey, 1710 South Central Ave.
Sec.—Paul L. Howard, 1710 South Central Ave.
Jurisdiction—Twenty-five miles and Catalina Islands.

Louisville, Ky. 11
Musicians' Mutual Protective Association.
Pres.—George P. Laffell, Kentucky Hotel.
Sec.—A. W. Stuebling, 812 So. Second St.
Jurisdiction—Fifteen miles and including New Albany and Jeffersonville, Ind.

Louisville, Ky. (Colored) 637
Musicians' Protective Union.
Pres.—Oliver Cook, 613 Marshall St.
Sec.—J. E. Morton, 1630 W. Walnut St.
Jurisdiction—Ten miles.

Lowell, Mass. 83
Musicians' Union.
Pres.—Henry Lavigueur, 428 High St.
Sec.—J. Leo McHale, 11 Hazel St.
Jurisdiction—Cities of Lowell and Woburn, towns of Wilmington, Burlington, Billerica, Tewksbury, Chelmsford, Tyngboro, Westford, Dracut, Pelham, Carlisle.

Lynchburg, Va. 157
Musicians' Protective Union.
Pres.—Coy Miller, 305 Oak Ridge Rd.
Sec.—Darrin F. O'Brien, 825 Main St.
Jurisdiction—Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.

Lynn, Mass. 126
Lynn Musicians' Association.
Pres.—Chester E. Wheeler, 13 Braman St., Danvers, Mass.
Sec.—Chester S. Young, 70 Fair Oaks Ave.
Jurisdiction—Lynn, Nahant, Swampscot,

Saugus, Peabody, Marblehead, Beverly, Danvers, Hamilton, Wenham, Middleton, Salem.

Macomb, Ill. 330
Musicians' Protective Union.
Pres.—Fred L. Sypherd, R. R. No. 1.
Sec.—Larry Gibson, 608 E. Calhoun.
Jurisdiction—Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.

Madison, Wis. 166
Musicians' Protective Union.
Pres.—C. C. Halvorsen, 114 N. Carroll St.
Sec.—Frank P. Fosgate, 114 N. Carroll St.
Jurisdiction—Twenty miles.

Mahanoy City, Pa. 170
Musicians' Protective Union.
Pres.—Edward Wren, 216 W. Mahanoy Ave.
Sec.—Wm. C. Becker, P. O. Box No. 2.
Jurisdiction—Mahanoy City, Shenandoah, Mahanoy Plane, Gilberton and Frackville, all in ten-mile radius; Anita, Walston, Adrian, Horatio and Ashland.

Manchester, N. H. 349
Musicians' Protective Union.
Pres.—Clement S. Libby, 997 Valley St.
Sec.—Frank Dudka, 832 Page St.
Jurisdiction—Ten miles and including Derry, Goffstown, New Boston, Deerfield, Raymond, Merrimack, Weare and Hillsboro, N. H.

Manhattan, Kansas 169
Musicians' Protective Union.
Pres.—Matthew Betton, 413 No. Denison.
Sec.—Tom Stansbery, Jr., North Denison.
Jurisdiction—Ten miles but not to intrude on the jurisdiction of a local previously chartered.

Manitowoc, Wis. 195
Musicians' Protective Union.
Pres.—Delmar Hansen, 857 N. 15th St.
Sec.—Richard J. Fricke, 930 N. 16th St.
Jurisdiction—All of Manitowoc County, including Kiel, except that part south of Manitowoc which lies in the jurisdiction of Local 95, Sheboygan, Wis., and as much of Kewaunee County as will include Tisch Mills.

Mankato, Minn. 477
Musicians' Protective Union.
Pres.—Guy S. Flanagan, 135 Clark St.
Sec.—Lyle C. Haskell, 807 Belgrade Ave.
Jurisdiction—Ten miles, including Lakewood Pavilion and Lake Crystal.

Mannington, W. Va. 713
Musicians' Protective Union.
Pres.—Lawrence Campbell, Jefferson.
Sec.—Paul Straight, P. O. Box 20.
Jurisdiction—Ten miles.

Mansfield, Ohio 159
Musicians' Protective Association.
Pres.—Fred L. Judd, 7 Granite St.
Sec.—Henry A. Beilstein, 348 W. 5th St.
Jurisdiction—Twenty-mile radius, and to include New Washington and New Haven, but not to include any part of Knox County.

Marietta, Ohio 179
Musicians' Protective Union.
Pres.—M. F. Ward, Newport Pike.
Sec.—J. E. Hardy, 1122 Third St.
Jurisdiction—Ten miles.

Marinette, Wis.-Menominee, Mich. 39
Twin City Musicians' Association of Marinette, Wis., and Menominee, Mich.
Pres.—Chas. A. Bergfors, 603 Carney Blvd., Marinette, Wis.
Sec.—Edward Kloida, 1524 Sixth St., Marinette, Wis.
Jurisdiction—Ten miles.

Marion, Ind. 45
Musicians' Protective Association.
Pres.—Earl Edgar Riley, 604 N. Boots St.
Sec.—Alden S. Gift, 701 W. Seventh St.
Jurisdiction—Ten miles.

Marion, Ohio 531
Musicians' Protective Union.
Pres.—Jesse T. Dowler, 675 Windsor St.
Sec.—Fanny Benson, 211 Orchard St.
Jurisdiction—Marion County.

Marlboro, Mass. 246
Musicians' Protective Union.
Pres.—Harrison E. Brigham, 28 Cotting Ave.
Sec.—Frank B. Proctor, 441 Lakeside Ave.
Jurisdiction—Marlboro, Hudson, Berlin, Bolton, Harvard, Lancaster, Clinton, Northboro, Westboro, Upton, Southboro, Sudbury, Stowe, Littleton, Boxboro, Holliston, Milford, Maynard, South Acton, Hopkinson, Ayer.

Marquette, Mich. 218
Musicians' Protective Union.
Pres.—Henry M. Robinson, 1011 Pine St.
Sec.—Ben Schadley, 124 Fisher St.
Jurisdiction—Twenty miles, and to include Negaunee, Ishpeming and Diorite.

Marshalltown, Iowa 176
Marshalltown Federation of Musicians.
Pres.—Chas. F. Johnson, 210 N. 7th St.
Sec.—H. E. Cobb, 13 No. First St.
Jurisdiction—Ten miles.

Marysville, Cal. 158
Musicians' Protective Union.
Pres.—R. L. Cleveland, 713 "B" St., Yuba City, Calif.
Sec.—Ivan Norris, 656 "B" St., Yuba City, Calif.
Jurisdiction—Twenty-five miles.

Mason City, Iowa 230
Musicians' Protective Union.
Pres.—Wm. B. Terrill, 16 N. Adams St.
Sec.—R. R. Kelso, 16 N. Adams Ave.
Jurisdiction—Twelve miles; takes in Clear Lake, 9 miles; Manley, 8 miles; Plymouth, 8 miles; New Springs, 8 miles; Bayside Park, 12 miles.

Mattoon, Ill. 224
Musicians' Protective Union.
Pres.—Chas. W. Titus, 2621 Richmond Ave.
Sec.—Everett Henne, 2816 Shelby Ave.
Jurisdiction—Fifteen miles, and to include Edgewater Park, Neoga and Arcola.

City Local No.

Meadville, Pa. 344
Musicians' Protective Union.
Pres.—Eugene Reymore, 1025 Water St.
Sec.—W. Bruce Fye, 800 Park Ave.
Jurisdiction—Ten-mile radius, and to include Cambridge Springs.

Mechanicsville, N. Y. 318
Musicians' Protective Union.
Pres.—Ferdinando Amodeo, 28 Grove St.
Sec.—Herbert W. Gardner, 232 Park Ave.
Jurisdiction—North of the town of Waterford, including Mechanicsville, Clifton Park, Victory Mills, Stillwater, Schuylerville, Johnsonville, Valley Falls, Schaghticoke, Greenwich, Northumberland and Round Lake, N. Y.

Medina, N. Y. 312
Musicians' Protective Union.
Pres.—Ward E. Dorrance, 3 Ingersoll St., Albany, N. Y.
Sec.—H. P. Lyon, Albion, N. Y.
Jurisdiction—Medina, Knowlesville, Albion, Middlefort, Ridgway, Lyndonville, Shadigee, Lakeside Park, Waterfort, Gaines and Shelby, N. Y. Note: All of the above places are within a radius of 10 miles excepting Shadigee, 11 miles; Lakeside Park, 16 miles; Gaines, 13 miles. Over 25 miles from any other local.

Memphis, Tenn. 71
Memphis Federation of Musicians.
Pres.—W. A. Ward, 2006 Cowden.
Sec.—R. L. Lesem, 89 Beale Ave.
Jurisdiction—Twenty-five miles and to include Marion, West Memphis and Crawfordsville.

Mendota, Ill. 786
Musicians' Protective Union.
Pres.—Earl Gray, 507 Eighth St.
Sec.—Harry S. Schmitz, 710 Jefferson St.
Jurisdiction—Ten miles.

Merced, Calif. 454
Musicians' Protective Union.
Pres.—M. B. Sorenson, Carol Court.
Sec.—L. W. Brammer, 617 "L" St.
Jurisdiction—All of Merced County; all of Mariposa County; except Yosemite National Park; and that portion of Madera County lying within a ten-mile radius of Chowchilla in Madera County.

Meriden, Conn. 55
Meriden Federation of Musicians.
Pres.—R. Logozzo, 448 Center St.
Sec.—F. J. Treiber, Russell Rd., Milldale, Conn.
Jurisdiction—Ten miles, including Southington, Wallingford and Lake Compounce.

Miami, Florida 655
The Miami Musicians' Protective Asso.
Pres.—Arthur Carlson, 361 W. 20th Rd.
Sec.—W. C. Turner, P. O. Box 1301.
Jurisdiction—Fifty miles, and to include Boca Ratone.

Michigan City, Ind. 578
Musicians' Protective Union.
Pres.—William Russell, 313 E. 4th St.
Sec.—R. M. Blande, 226 E. 4th St.
Jurisdiction—Ten-mile radius, not intruding on jurisdiction of La Porte Local, but including Dunes Acre Club and Dunes State Park and intermediate points to the west, and including Union Pier, Three Oaks, Lake Side, Orchard Beach and intermediate points to the east.

Middletown, Conn. 499
Musical Protective Union.
Pres.—Thos. Sheedy, 77 Stock St.
Sec.—Henry K. Leonard, 23 Loveland St.
Jurisdiction—Twenty-mile radius and to include Saybrook and Westbrook.

Middletown, N. Y. 809
Musicians' Protective Union.
Pres.—Sam Fritz, 361 North St.
Sec.—Geo. A. Keene, 78 North St.
Jurisdiction—City of Middletown and all territory in the townships of Wallkill, Hamptonburgh, Goshen, Chester, Wawayanda, Mount Hope which includes Otisville and Warwick, excepting Greenwood Lake. All of Sullivan County in which is located Monticello, Liberty and a large portion of the Catskill Mountain summer and winter resorts. (Note: Tuxedo and Greenwood Lake formerly in this jurisdiction are now in the jurisdiction of Local 291, Newburgh, N. Y.)

Middletown, Ohio 321
Musicians' Protective Union.
Pres.—Harold J. Norris, 1803 Woodlawn Ave
Sec.—E. D. Mendenhall, 720 10th Ave.
Jurisdiction—Ten miles.

Miles City, Mont. 429
Musicians' Association.
Pres.—O. F. Lindeberg, 205 S. Jordon Ave.
Sec.—Guy O. Comstock, 1405 Main St.
Jurisdiction—Ten miles.

Milford, Mass. 319
Musicians' Protective Union.
Pres.—Peter O. Gaskill, P. O. Box 33, Mendon, Mass.
Sec.—Nicholas A. Narducci, 26 Northrop St., Hopedale, Mass.
Jurisdiction—Ten miles, but not to intrude on the jurisdiction of a local previously chartered.

Milwaukee, Wis. 8
Musicians' Association.
Pres.—V. Dahlstrand, 1228 North 44th St.
Sec.—Roland Kohler, 1714 North 12th St.
Jurisdiction—Ten miles; includes South Milwaukee and Cudahy.

Milwaukee, Wis. (Colored) 587
Musicians' Protective Union.
Pres.—Henry Johnson, 2040 N. 9th St.
Sec.—R. E. Rice, 635 W. Vliet St.
Jurisdiction—Ten miles and includes South Milwaukee and Cudahy.

Minneapolis, Minn. 73
Musicians' Association.
Pres.—George E. Murk, 32 Glenwood Ave.
Sec.—Stanley Ballard, 32 Glenwood Ave.

Jurisdiction—Hennepin County, which embraces the entire Lake Minnetonka district; also St. Louis Park, Hopkins and Robbinsdale.

Missoula, Mont. 498
Musicians' Protective Union.
Pres.—Louis A. Rocheleau, 120 Strand Ave.
Sec.—James Gregg, 535 N. Third St.
Jurisdiction—Missoula County.

Mitchell, S. D...... 773
Musicians' Protective Union.
Pres.—Dr. F. A. Bettag, 308 E. 7th Ave.
Sec.—Jos. P. Tschetter, 1304 E. 3rd Ave.
Jurisdiction—South, including Ethan, Parkston, Milltown and Tripp; west, including Mt. Vernon, Plankinton, White Lake, Kimball and Chamberlain; east, including Alexandria, Emery and Bridgewater; and north, including Loomis, Letcher, Ruskin Park and Artesian.

Moberly, Mo. 643
Musicians' Protective Union.
Pres.—Everett B. Dunivent, 212 N. Williams.
Sec.—R. Clyde Foster, 219 S. Ault.
Jurisdiction—Ten miles, but not to intrude upon the jurisdiction of a local previously chartered.

Mobile, Ala. 407
Musicians' Protective Union.
Pres.—Edison G. Graham, 265½ Dauphin St.
Sec.—John E. Winstanley, Secretary pro tem, 265½ Dauphin St.
Jurisdiction—Ten miles north, east and south, and westward as far as, but not including, Biloxi, Miss.

Modesto, Calif. 652
Musicians' Protective Union.
Pres.—Lynn Bither, Laurel Ave.
Sec.—Harold Macomber, 208 Virginia Ave.
Jurisdiction—All of Stanislaus County.

Monroe, Wis. 243
Musicians' Protective Union.
Pres.—George Legler, 1218 22nd Ave.
Sec.—Kenneth Gnagi, 1603 15th Ave.
Jurisdiction—Ten miles.

Montgomery, Ala. 479
Musicians' Protective Union.
Pres.—Howard Fraser, 506 Montgomery St.
Sec.—W. R. Hurst, 213 Clayton St.
Jurisdiction—Fifty miles from Court House Square, Montgomery, Ala.

Montreal, P. Q., Canada..... 406
Musicians' Federation of Montreal.
Pres.—I. Aspler, 4055 Esplanade Ave.
Sec.—E. Charette, Suite 206, 1121 St. Catherine St., West.
Jurisdiction—A ten-mile radius and to include the Island of Montreal and the Isle Jesus, St. Johns, Isle and Noix Chateagney, Lacolle, Phillipsburg, Huntington, Meridian Hotel (opposite Champlain, N. Y.), La Prairie and Lucerne territory of Quebec.

Moose Jaw, Sask., Canada..... 474
Musicians' Mutual Protective Union.
Pres.—Ernest Wright, 1203 3rd Ave., N.E.
Sec.—G. F. Dewey, 1318 Connaught Ave.
Jurisdiction—Twenty miles.

Morgantown, W. Va...... 562
Musicians' Protective Union.
Pres.—Frank W. Baylor, 420 Pennsylvania Ave.
Sec.—Gerald A. Lewellyn, 235 High St.
Jurisdiction—Ten miles.

Morrison, Ill. 468
Musicians' Protective Union.
Pres.—C. A. Martin, 206 Johnson St.
Sec.—H. W. Burch, 412 W. Wall St.
Jurisdiction—Ten miles.

Morristown, N. J...... 177
Musicians' Protective Union.
Pres.—Jacques Glockner, 34 Alexander Ave., Madison, N. J.
Sec.—M. E. Gregory, 28 Pine St.
Jurisdiction—North, city limits of Morristown; east, to and including Chatham, N. J.; south and west, up to and including Bernardsville and Mendham.

Moundsville, W. Va...... 492
Musicians' Protective Union.
Pres.—P. K. Downs, R. D. No. 2.
Sec.—J. Ryland Cox, 112 Washington Ave.
Jurisdiction—Ten miles.

Mt. Olive, Ill...... 88
Tri-County Musicians' Union.
Pres.—James Basso, Gillespie, Ill.
Sec.—Anton Fassero, Benld, Ill.
Jurisdiction—Fifteen miles and to include Benld, Birds, Brushy Mound, Bunker Hill, Carlinville, Dorchester, Eagerville, Gillespie, Hillyard, Honey Point, Litchfield, Livingston, Mt. Clare, Shaw's Point, Staunton, Walshville, West Prairie, White City, Williamson, Wilsonville, Worden, Panama, Sorento, New Douglas and Alhambra.

Mt. Vernon, Ill...... 465
Musicians' Protective Association.
Pres.—Lester Fenton, 219 S. 12th St.
Sec.—Ken Reed, 1106½ Broadway.
Jurisdiction—Ten-mile radius, and to include the Century Tavern and the Tasty Tavern.

Mount Vernon, N. Y...... 665
Musicians' Protective Union.
Pres.—Nicholas M. Marraffino, 226 North Fifth Ave.
Sec.—Thos. J. Minichino, 4434 White Plains Ave., Wakefield, N. Y.
Jurisdiction—Ten-mile radius, including Tuckahoe, East Chester, Bronxville and the city of Mt. Vernon, N. Y.

Mt. Vernon, Ohio..... 338
Musicians' Protective Union.
Pres.—Paul K. Gilliland, 109 E. Curtis St.
Sec.—Albert L. Swank, 35 Mansfield Ave.
Jurisdiction—Ten miles but not to intrude on the jurisdiction of a local previously chartered.

Muncie, Ind. 245
Musicians' Protective Union.
Pres.—Carl W. Harris, Route No. 6.

Sec.—Clair Souders, 120 East Main St.
Jurisdiction—Ten miles.

Murphysboro, Ill. 697
Musicians' Protective Union.
Pres.—John Riggs, 1913 Minton St.
Sec.—Geo. W. Heise, 2021 Gartside St.
Jurisdiction — Ten-mile radius, provided same does not intrude upon the jurisdiction of a local previously chartered.

Muscatine, Iowa 551
Musicians' Protective Union.
Pres.—Fred C. Gremmel, 1094 Hershey Ave.
Sec.—Dallas Zimmerman, 711 Newell Ave.
Jurisdiction—Ten miles.

Muskegon, Mich. 252
Musicians' Mutual Protective Union.
Pres.—Sid Shears, 1271 Eighth St.
Sec.—Elmer Lupien, 1333 Mason Blvd., Muskegon Heights, Mich.
Jurisdiction—All of Muskegon County and to include the city of Grand Haven, Mich.

Nampa, Idaho 423
Musicians' Protective Union.
Pres.—A. E. Varnado, 212 14th Ave., So.
Sec.—R. J. Buettner, 411 5th Ave., So.
Jurisdiction—Ten miles, but not to intrude on the jurisdiction of a local previously chartered.

Napa, Calif. 541
Musicians' Protective Union.
Pres.—Edw. Wacker, Oak St.
Sec.—Hilary Helsley, 1335 Main St.
Jurisdiction—Ten-mile radius and including all of Napa County, not intruding upon the jurisdiction of Vallejo local.

Nashua, N. H. 359
Musicians' Protective Union.
Pres.—Robert B. Gray, 3 Pratt St.
Sec.—Jas. E. McWeeney, 118 Palm St.
Jurisdiction — Nashua, Hollis, Milford, Wilton, Amherst, Hudson, Windham, Pelham, Litchfield, Peterboro, Dunstable, Keene, N. H., and Pepperell, Mass.

Nashville, Tenn. 257
Association of Musicians.
Pres.—Geo. W. Cooper, Jr., 1506 Compton Ave.
Sec.—R. T. Payne, 203 32nd Ave., South.
Jurisdiction—Fifty miles.

Natick-Framingham, Mass. 393
Musicians' Protective Union.
Pres.—F. W. Ryan, 16 Alden St., Natick, Mass.
Sec.—Walter J. Bowen, 260 Grant St., Framingham, Mass.
Jurisdiction — Ten-mile radius, including Natick, Framingham, Holliston, Ashland, Medway, West Medway, Millis, Dover, Sherborn, Medfield, Needham, Wayland, Cochituate, Saxonville, Wellesley, Newton Lower Falls and Weston.

Naugatuck, Conn. 445
Musicians' Protective Union.
Pres.—Peter J. Ford, 39 Central Ave.
Sec.—Frank X. Ford, 17 Carroll St.
Jurisdiction—Naugatuck and Beacon Falls.

Neenah and Menasha, Wis. 182
Musicians' Protective Union.
Pres.—Ed. G. Kemp, 911 Harrison St., Neenah, Wis.
Sec.—Wm. A. Thomas, 321 Caroline St., Neenah, Wis.
Jurisdiction—One-half of the distance from the city limits of Menasha to the city limits of Appleton, placing Waverly Beach and Brighton Beach in jurisdiction; on the south, half way between the cities of Neenah and Oshkosh, to the section line roadway running east and west from Lake Winnebago to Winniconne, Wis.; east and west, ten miles.

Newark, N. J. 16
Musicians' Mutual Protective Union.
Pres.—Selig Finkelstein, 401 Plane St.
Sec.—Matty Franklin, 401 Plane St.
Jurisdiction—Newark, East Newark, North Newark, Nutley, Belleville, Arlington, North Arlington, Harrison, Kearny, Hilton, Maplewood, Irvington, Wyoming, Millburn, Short Hills, Summit, Orange, East Orange, South Orange, West Orange, Livingston, Roseland, Cedar Grove, Caldwell, Verona, Montclair, Upper Montclair, Glen Ridge, Brookdale and Bloomfield (all in New Jersey).

Branch No. 1, Fife and Drum Corps.
Pres.—John B. Chenoweth, 448 Summer Ave.
Sec.—Michael A. McCann, 288 Broad St., Bloomfield, N. J.

Newark, N. Y. 7
Musicians' Protective Union.
Pres.—W. L. Brown, 405 W. Union St.
Cor. Sec.—Donald S. Cole, 113 Elmwood Ave.
Jurisdiction—Ten-mile radius, except within the corporate limits of the village of Palmyra.

Newark, Ohio 122
Musicians' Protective Association.
Pres.—F. R. Lawrence, 33 N. Williams St.
Sec.—Edw. A. Barber, R. D. 2, Johnstown, Ohio.
Jurisdiction—Ten miles from Licking County Court House, and to include Buckeye Lake and Lake Breeze Pier.

New Bedford, Mass. 214
Musicians' Protective Union.
Pres.—Adolph Coimbra, 20 Kane St.
Sec.—Walter M. Wayland, 188 Washington St.
Jurisdiction—Marion, Acushnet, North and South Dartmouth, Horse Neck Beach, South Westport, Martha's Vineyard and Nantucket Islands.

New Britain, Conn. 440
Musicians' Protective Union.
Pres.—John L. Sullivan, 113 Greenwood St.
Sec.—Geo. W. Blinn, 82 Black Rock Ave.
Jurisdiction—Ten miles, and to include Plainville, Berlin and Kensington.

New Brunswick, N. J. 204
Musicians' Protective Union.

Pres.—Albert Lindenmann, 176 Commercial Ave.
Sec.—James Haworth, 52 Codwise Ave.
Jurisdiction—All territory west of Monmouth Junction; north, including Bound Brook; east to South Plainfield to Iselin; south to eastern part of Sayreville Township; also to include Somerville.

Newburgh, N. Y. 291
Musicians' Protective Association.
Pres.—Wm. R. Green, 803 South St.
Sec.—Thomas J. Vecchio, 4 Bay View Ter.
Jurisdiction—City of Newburgh and all territory in the Townships of Plattekill, Marlboro, Newburgh, New Windsor, Blooming Grove, Cornwall, Highlands, Woodbury, Monroe, Nyack, all of Bear Mountain Interstate Park, Tuxedo, and the Greenwood Lake region as follows: from one mile north of Greenwood Lake south to the Warwick town line and from a line one mile west of the western shore of Greenwood Lake easterly to the Tuxedo-Warwick town line.

Newburyport, Mass. 378
Musicians' Protective Union.
Pres.—John Fullford, Beach Road, Salisbury, Mass.
Sec.—Everett D. Sirios, 51 Pleasant St.
Jurisdiction—Newburyport, Salisbury, Seabrook, Hampton, Amesbury, Rowley, Topsfield, Byfield and Ipswich.

New Castle, Pa. 27
Musical Union.
Pres.—Victor L. Huff, 604 N. Liberty St.
Sec.—B. J. Blondi, 809 S. Jefferson St.
Jurisdiction—Ten miles, and to include Slippery Rock, Pa.

New Haven, Conn. 234
New Haven Federation of Musicians.
Pres.—Otto C. Vogenitz, 32 Pearl St.
Sec.—Arthur J. Ehehalt, 270 Crown St.
Jurisdiction—Includes Westville, Hamden, Highwood, Fair Haven, Orange, East Haven, West Haven, Morris Cove, Lighthouse Point, Savin Rock, Woodmont, Guilford, Madison and Clinton.

New Haven, Conn. (Colored) 486
Musicians' Protective Union.
Pres.—James Fletcher, 778 Orchard St.
Sec.—J. A. Moran, 729 Orchard St.
Jurisdiction—Includes Westville, Hamden, Highwood Fair Haven, Orange, East Haven, West Haven, Morris Cove, Lighthouse Point, Savin Rock, Woodmont, Guilford, Madison and Clinton.

New Kensington, Pa. 630
New Kensington Musical Union.
Pres.—Ralph Tocco, Freeport Road, Glassmere, Pa.
Sec.—Edmond Manganelli, 336 Ninth St.
Jurisdiction—Five miles south to and including Cheswick; 12 miles north to and including Freeport; east and west within 10-mile radius.

New London, Conn. 285
Musicians' Protective Association.
Pres.—J. Nicholas Danz, 33 Avery Court.
Sec.—Edmon S. Brown, 9 Crouch St.
Jurisdiction—South, east and west, 10 miles; north to Richard's Grove.

New London, Wis. 300
Musicians' Protective Union.
Pres.—Art Schmidt, 321 West Pine St.
Sec.—Wm. Sohrweide, 218 Elm St., New London, Wis.
Jurisdiction—Ten miles but not to intrude on the jurisdiction of a local previously chartered.

New Orleans, La. 174
Musicians' Mutual Protective Union.
Pres.—G. Pipitone, 123 North Cortez St.
Sec.—R. L. Chabao, 1416 Bourbon St.
Jurisdiction—Ten miles north, west and south, and east as far as and including Beloxi, Miss.

New Orleans, La. (Colored) 496
Musicians' Protective Union.
Pres.—George W. Augustine, 1026 St. Anthony St.
Sec.—S. Cates, Jr., 1128 North Prieur St.
Jurisdiction—Ten miles.

New Philadelphia-Canal Dover, Ohio. 404
Musicians' Protective Union.
Pres.—Vincent J. Weber, General Delivery, Dover, Ohio.
Sec.—Carl A. Wolfe, 522 West High Ave., New Philadelphia, Ohio.
Jurisdiction—All of Tuscarawas County.

Newport, R. I. 529
Musicians' Protective Union.
Pres.—Andy Cappucilli, Sea View Hotel, Purgatory Road, Middletown, R. I.
Sec.—Frank D. Curtin, 61 Prospect Hill St.
Jurisdiction—Newport, Jamestown, Middletown, Portsmouth, Narragansett Pier and Kingston.

Newport News, Va. 199
Peninsula Musical Association.
Pres.—Roland Shockley, 1033 25th St.
Sec.—E. S. Harmon, 4611 Virginia Ave.
Jurisdiction—Newport News and Gloucester, Mathews, Elizabeth, York and Warwick Counties.

New Rochelle, N. Y. 420
Musicians' Protective Union.
Pres.—Charles L. Samela, 59 St. John's Place.
Sec.—Joseph Fried, 54 Church St.
Jurisdiction—New Rochelle, Pelham, Pelham Manor and Larchmont, N. Y.

Newton, Iowa 194
Musicians' Protective Union.
Pres.—Don Bottenfield, R. F. D. No. 2.
Sec.—Emery Moore, 222 First St., North.
Jurisdiction—Ten miles.

New York City, N. Y. 802
Associated Musicians of Greater New York.
Pres.—Jacob Rosenberg, 1267 Sixth Ave.
Sec.—William Feinberg, 1267 Sixth Ave.
Jurisdiction—Greater New York.

Niagara Falls, N. Y. 106
Musicians' Asso. of Niagara Falls, N. Y.
Pres.—Ernest Curto, 635 16th St.
Sec.—Jos. Justiana, 632 20th St.

Jurisdiction—Ten miles, including Youngstown and Fort Niagara.

Niagara Falls, Ont., Canada 298
Musicians' Protective Union.
Pres.—L. Fortier, 560 Second St.
Sec.—S. G. Cherrie, 1078 Willmott St.
Jurisdiction—Ten miles, but not to intrude on the jurisdiction of a local previously chartered.

Norfolk, Va. 125
Musicians' Protective Association.
Pres.—Frank Lo Furno, 1904 DeBree Ave.
Sec.—Sam Silberman, 314 West 17th St.
Jurisdiction—Counties of Princess Anne, Norfolk, Nansemond, Isle of Wight, Southampton, Sussex to the town of Waverly and territory in Surrey County east of a line drawn from Waverly to Scotland.

Norristown, Pa. 341
Musicians' Protective Union.
Pres.—Ervin D. Wetzel, 517 Noble St.
Sec.—W. B. Hildenbrand, 513 W. Marshall St.
Jurisdiction—Ten miles.

North Adams, Mass. 96
Musicians' Protective Association.
Pres.—John McKay, 12 Sperry Ave.
Sec.—Byron G. Briggs, 140 Main St.
Jurisdiction—North Adams, Adams, Williamstown and Cheshire.

Northampton, Mass. 220
Musicians' Protective Union.
Pres.—Arthur Fretz, Ridgewood Terrace.
Sec.—Edward J. Tewhill, 278 Main St., Easthampton, Mass.
Jurisdiction—Northampton, Amherst, Williamsburg, Hadley, Hatfield, Easthampton, Westhampton, Cummington, West Cummington, Chesterfield, Haydenville, Whately.

North Platte, Neb. 609
Musicians' Association.
Pres.—W. H. Copeland, 914 W. 4th.
Sec.—Edwin A. Weeks, 609 E. 2nd St.
Jurisdiction—Ten miles.

Norwalk, Ohio 588
Musicians' Protective Union.
Pres.—M. D. Close, R. F. D. No. 4.
Sec.—H. S. Bowen, 301-2 Citizens Natl. Bank Bldg.
Jurisdiction—Ten miles.

Norwich, Conn. 235
Musicians' Protective Union.
Pres.—John Swahn, 318 Laurel Ave.
Sec.—Frank S. Galligan, 122 Broadway.
Jurisdiction—North, for 30 miles, takes in Jewett City, Plainfield, Mosup, Central Village, Wauregan, Danielson and Dayville; on the south, 10 miles, as far as Richard's Grove, takes in Montville and Waterford; on the east, 10 miles, includes Preston City and Voluntown; on the west; 10 miles, includes Taftville, Occum, Versales and Baltic.

Norwood, Mass. 343
Musicians' Protective Union.
Pres.—John F. Reynolds, 296 Railroad Ave.
Sec.—M. A. McManus, 36 Everett Ave.
Jurisdiction—Norwood, Canton, Sharon, Foxboro, Wrentham, Walpole, Wistwood and Norfolk, Mass.

Ocean City, Md. 44
Musicians' Protective Union.
Pres.—Sol. B. Cherry, 222 Camden Ave., Salisbury, Md.
Sec.—N. K. Smith, P. O. Box 166, Salisbury, Md.
Jurisdiction—Ten miles and to include Salisbury, Md.

Oelwein, Iowa 483
Musicians' Protective Union.
Pres.—Louis Molloy, 444 S. Frederick St.
Sec.—Louis Molloy, 25½ E. Charles St.
Jurisdiction—Ten-mile radius, provided same does not intrude upon the jurisdiction of a local previously chartered.

Ogden, Utah 356
Musicians' Protective Union.
Pres.—George W. Warner, 238 30th St.
Sec.—Harold E. Fleming, 255 26th St.
Jurisdiction—Twenty miles, and to include Como Springs.

Oil City, Pa. 61
Musical Association.
Pres.—Kenneth Watson, 205 Imperial St.
Sec.—A. Lawrence Ruby, 53 Halyday St.
Jurisdiction—Twenty-five miles, including Stoneboro, Franklin, Polk, Sugar Creek and Titusville, but not to include Brandon and Utica, Pa.

Oklahoma City, Okla. 375
Musicians' Protective Union.
Pres.—Emmett Anderson, 125 N. W. 6th St.
Sec.—Evert M. Crismore, 125 N. W. 6th St.
Jurisdiction — Twenty-five-mile radius from the Postoffice in Oklahoma City, Okla., including Edmond and Norman.

Olean, N. Y. 115
Musicians' Protective Union.
Pres.—Vincent Erickson, 537 N. 7th St.
Sec.—Jas. R. Silvernail, 128 N. 1st St.
Jurisdiction—Allegany, 3 miles; Hinsdale, 7 miles; Portville, 6 miles; Rock City, 7 miles, and Weston, 3 miles.

Olympia, Wash. 124
Musicians' Protective Union.
Pres.—Arthur R. Kinney, Jr., 113 N. Pear St.
Sec.—Ray W. Walker, P. O. Box 1016.
Jurisdiction—Ten miles, but not to intrude on the jurisdiction of a local previously chartered.

Omaha, Neb. 70
Musicians' Association.
Pres.—Ernest Nordin, Sr., Room 201 Mickel Bldg.
Sec.—P. J. Christman, Room 201 Mickel Bldg.
Jurisdiction—Ten miles.

Omaha, Neb. (Colored) 558
Musicians' Protective Association.
Pres.—Wm. Lewis, 2927 N. 28th St.

Sec.—Wm. V. Countee, 2816 N. 26th St.
Jurisdiction—Ten miles.

Oneida, N. Y. 258
Musicians' Protective Association.
Pres.—Walter A. Ripley, 119 W. Walnut St.
Sec.—Chas. J. Loeffler, 329 E. Railroad St.
Jurisdiction—Ten miles from post office, except where it meets Rome on the east—six miles.

Oneonta, N. Y. 443
Musicians' Protective Association.
Pres.—James McNeely, 15 Telford St.
Sec.—James Keeton, Jr., 47 East St.
Jurisdiction—East to and including Cobleskill; north to and including Richfield Springs; west to and including Norwich; and south to and including Sidney, Walton, Arkville and Margaretville in Delaware County.

Orlando, Fla. 389
Musicians' Protective Association.
Pres.—Chas. E. Limpus, 507 Richmond Ave.
Sec.—Howard Kamper, 421 East Winter Park Ave.
Jurisdiction—Ten miles.

Oshkosh, Wis. 46
Oshkosh Musicians' Association.
Pres.—Harvey C. Holzer, 47 Winnebago St.
Sec.—Walter J. Smith, Sr., 13 School St.
Jurisdiction—North and east, ten miles; south, nine miles; west, twenty miles.

Oskaloosa, Iowa 271
Musicians' Protective Union.
Pres.—Les Henley, "C" Ave., East.
Sec.—Lyman Abbott, 1002 South 11th St.
Jurisdiction—Ten miles, but not to intrude on the jurisdiction of a local previously chartered.

Ossining, N. Y. 398
Musicians' Protective Union.
Pres.—Geo. T. Wright, Bedford Hills, N. Y.
Sec.—John J. O'Brien, 46 Elizabeth St., Ossining, N. Y.
Jurisdiction—Ten miles.

Oswego, N. Y. 441
Musicians' Protective Union.
Pres.—Pascal Goodness, 210 W. 4th St.
Sec.—Jack L. Cahill, 59 East Utica St.
Jurisdiction—Ten miles.

Ottawa, Ont., Canada 180
Musicians' Protective Association.
Pres.—H. Cossage, 39 Granville Ave.
Sec.—Fred Muhlig, 47 Strathcona Ave.
Jurisdiction—Twenty miles.

Ottawa, Ill. 391
Musicians' Protective Union.
Pres.—Dion Leix, 426 Third Ave.
Sec.—T. J. O'Gorman, 817 E. Joliet St.
Jurisdiction—East, 22 miles; north, 15 miles; west, 10 miles, not including Utica; south, 6 miles to and including McKinley Park.

Ottumwa, Iowa 64
Musicians' Protective Association.
Pres.—Guy E. Rogers, 1001 W. 2nd St.
Sec.—Iver Carlson, 339 N. McLean St.
Jurisdiction—Wapello County.

Owatonna, Minn. 490
Musicians' Protective Union.
Pres.—
Sec.—
Jurisdiction—Ten-mile radius, and to include Z. C. B. J. Hall of Blooming Prairie, Underland's Barn near Ellendale and Ziner's Terrace at Bixby.

Owosso, Mich. 614
Musicians' Protective Union.
Pres.—H. C. Little, 120 N. Washington St.
Sec.—Chas. Jackson, 430 E. Comstock St.
Jurisdiction—Ten miles.

Paducah, Ky. 200
Musicians' Protective Association.
Pres.—Harry Ware, 304 S. Fourth St.
Sec.—I. Donald Farrington, 521 Clay St.
Jurisdiction—Twenty-five mile radius, including Mayfield and Murray, Ky.

Pana, Ill. 326
Musicians' Protective Association.
Pres.—Wayne L. Hunter, Owaneco, Ill.
Sec.—Ernest Butterfield, South Locust St.
Jurisdiction—Ten miles.

Parkersburg, W. Va. 259
Musicians' Mutual Protective Union.
Pres.—Frank C. Treadway, 742 Quincey St.
Sec.—D. E. Mercer, 2400 Vaughan Ave.
Jurisdiction—Ten miles except on north—12 miles to Williamstown and Marietta, Ohio.

Parkersburg, W. Va. (Colored) 185
Progressive Musical Association.
Pres.—Charles Reed, 914 12th St.
Sec.—D. A. Butler, 1615½ Beaver St.
Jurisdiction—Ten-mile radius, provided same does not intrude upon the jurisdiction of a local previously chartered.

Parsons, Kansas 250
Musicians' Protective Union.
Pres.—R. H. Galvin, 300 North 30th St.
Sec.—Cliff D. Miller, P. O. Box 472.
Jurisdiction—Ten miles.

Paterson, N. J. 248
Musicians Mutual Protective and Benevolent Union.
Pres.—Harry Bloom, 511 Central Ave., Carlstadt, N. J.
Sec.—E. A. Del Prete, 77 Prospect St.
Jurisdiction—All of Passaic County, and easterly including Bergen County to the Hackensack River up to and including Westwood on the north and Lyndhurst on the south and that part of Morris County to include Butler, Lincoln Park and Towaco.

Peekskill, N. Y. 290
Musicians' Protective Union.
Pres.—Samuel Korn, R. F. D. No. 3, Montgomery, N. Y.
Sec.—John J. O'Brien, 46 Elizabeth St., Ossining, N. Y.
Jurisdiction—Peekskill, Garrison, Oscawana

Lake, Mohegan, Shuburks, Yorktown and Yorktown Heights.

Pekin, Ill. 301
Musicians' Protective Union.
Pres.—James Clayberg, Prince St.
Sec.—J. Edward Miller, Charlotte St.
Jurisdiction—Twenty miles east, west and south, including Mackinaw and Delavan, but not to intrude upon the jurisdiction of Local 26, Peoria, Ill., on the north.

Peoria, Ill. 26
Peoria Federation of Musicians.
Pres.—Wm. F. Groover, 600 Fourth Ave.
Sec.—J. D. Edie, 809 S. Jefferson St.
Jurisdiction—Ten miles.

Perth Amboy, N. J. 373
Musicians' Protective Union.
Pres.—Geo. C. Ruddy, 71 Rose St., Metuchen, N. J.
Sec.—L. F. Horner, 486 Laurie St.
Jurisdiction—Section of Middlesex County, northeastern part of boundary county line, South Amboy to South Plainfield, Carteret to Iselin on the east, southeast to Seabright.

Branch No. 1, Woodbridge, N. J.
Sec.—Carl R. Nier, Box 203, Avenel, N. J.

Peru, Ind. 478
Musicians' Protective Union.
Pres.—Kenneth Anness, 412 W. 3rd St.
Sec.—Chas. Hubley, 483 W. 3rd St.
Jurisdiction—Ten-mile radius, but not to intrude upon the jurisdiction of a local previously chartered.

Peterborough, Ont., Canada 191
Musicians' Protective Union.
Pres.—Chas. Thirnbeck, 164 Charlotte St.
Sec.—Mrs. E. M. Foster, 585 Peterson St.
Jurisdiction—Ten miles.

Philadelphia, Pa. 77
Musicians' Protective Association.
Pres.—Americo A. Tomei, 120 N. 18th St.
Sec.—A. Rex Riccardi, 120 N. 18th St.
Jurisdiction—Ten miles on the east, embracing Camden and extending to Medford Lakes, N. J.; south, to Chester; north, to Bristol and half way to West Chester on the west and the summer resorts of Wildwood, Avalon, Sea Isle City, Beach Haven and Corsons Inlet, N. J.

Philadelphia, Pa. (Colored) 274
Musicians' Protective Union.
Pres.—George W. Hyder, 2048 Morris St.
Sec.—Frank Fairfax, 716 South 19th St.
Jurisdiction—Ten miles.

Phoenix, Ariz. 586
Musicians' Protective Union.
Pres.—Chas. J. Besse, 1426 E. Culver.
Sec.—John B. Quick, 33 E. Monroe St.
Jurisdiction—Ten miles, and to include Mesa, Ariz.

Phoenixville, Pa. 475
Musicians' Protective Association.
Pres.—Jos. N. Smith, 453 St. Marys St.
Sec.—L. B. Urner, 221 First Ave.
Jurisdiction—Phoenixville only. Norristown south, Pottstown north two miles, nothing east and west.

Piqua, Ohio 576
Musicians' Protective Union.
Pres.—G. Francis Etter, 901 Elm St.
Sec.—Robert B. Reck, 1506 Broadway.
Jurisdiction—Ten miles, and to include Tippecanoe City, Ohio.

Pittsburg, Kansas 452
Musicians' Protective Union.
Pres.—John E. Scalet, 302½ W. Rose St.
Sec.—Espartero Mannoni, 207 W. 18th St.
Jurisdiction—All of Crawford and Cherokee counties and all that part of Missouri, six miles east of Crawford County not in the jurisdiction of any other local.

Pittsburgh, Pa. 60
Musical Society.
Pres.—Clair E. Meeder, 810 Penn Ave.
Sec.—Chas. A. Graffelder, 810 Penn Ave.
Jurisdiction—Entire County of Allegheny.

Pittsburgh, Pa. (Colored) 471
Musicians' Protective Union.
Pres.—Frederick C. Gould, 504 Beaver Ave., Sewickley, Pa.
Sec.—Stanis S. Melendez, 7408 Susquehanna St., Homewood Station.
Jurisdiction—Allegheny County.

Pittsfield, Mass. 109
Musicians' Protective Union.
Pres.—William Dehey, 17 Cliff Ave.
Sec.—John V. Vaccaro, 19 Park St.
Jurisdiction—North, ten miles; east, as far as and including Washington, Mass.; south, as far as and including Canaan, Conn.; west, as far as and including Brainard, N. Y.

Plainfield, N. J. 746
Musicians' Protective Union.
Pres.—Andrew G. Carpenter, 61 Manning Ave., North Plainfield, N. J.
Sec.—Louis F. Clauss, 209 Leland Ave.
Jurisdiction—City of Plainfield alone in Union County and a ten-mile radius otherwise, to include South Plainfield, Lincoln and Dunellen, but not to intrude on the jurisdiction of a local previously chartered.

Plymouth, Mass. 281
Musicians' Protective Union.
Pres.—Albert A. Saunders, 21 Chilton St.
Sec. Alfred A. Volta, 2 Suosso Lane.
Jurisdiction—Ten-mile radius; including North Plymouth, Kingston, Island Creek, Duxbury, Marshfield, Pembroke, Bryantville, Plympton, Halifax, Darby and Carver.

Pocatello, Idaho 295
Musicians' Protective Union.
Pres—W. M. Martin, R. F. D. No. 1.
Sec.—Hugh Ivey. 507 N. Garfield Ave.
Jurisdiction—Ten miles.

Pontiac, Ill. 759
Musicians' Protective Union.
Pres.—C. H. De Frees, 1710 S. Mill St.
Sec.—A. J. Barron, 414 S. Vermillion St.
Jurisdiction—Ten miles.

Pontiac, Mich. 784
Musicians' Protective Union.
Pres.—Wixom Marsh, 38 James St.
Sec.—C. H. Wiegand, 212 Chandler St.
Jurisdiction—Fifteen miles but not to in-

trude on the jurisdictions of a local previously chartered.

Port Angeles, Wash. 395
Musicians' Protective Union.
Pres.—Neil S. Thomas, 129 E. Front St.
Sec.—Clarence Patten, 129 E. Front St.
Jurisdiction — Ten-mile radius north and south, thirty miles east to include Port Townsend and sixty miles west, to include Neah Bay.

Port Arthur, Texas 615
Musicians' Protective Union.
Pres.—Ed. Marchman, 2210 Thomas Blvd.
Sec.—B. A. Williams, 3319 Proctor St.
Jurisdiction—Ten miles, and also Port Neches, Sabine, Sabine Pass and Nederland.

Port Chester, N. Y. 275
Musicians' Protective Association.
Pres.—John Ravese, 54 Perry Ave.
Sec.—Arthur Lush, 125 Wilkins Ave.
Jurisdiction—Port Chester, Rye, Harrison, Mamaroneck and East Port Chester, N. Y., and Glenville, Conn.

Port Huron, Mich. 33
Musicians' Union.
Pres.—John Bissett, 1925 Stone St.
Sec.—W. J. Dart, 525 Quay St.
Jurisdiction—All of St. Clair County and a strip of Sanilae County ten miles wide adjoining St. Clair County.

Port Jervis, N. Y. 667
Musicians' Protective Union.
Pres.—James V. Latham, 8 Schultz St.
Sec.—Jos. Delakoff, 2 Willard St.
Jurisdiction—City of Port Jervis and all territory in the Townships of Deer Park, Greenville and Minisink, and all territory to the west of these townships within 10 miles of Port Jervis.

Portland, Maine 364
Musicians' Protective Union.
Pres.—Chas. E. Hicks, 249 Middle St.
Sec.—Wendell W. Doherty, 249 Middle St.
Jurisdiction — Cumberland County, comprising Portland, South Portland, Westbrook, Yarmouth, Freeport, Brunswick (Bowdoin College), Peaks Island and Sabago Lake vicinity.

Portland, Oregon 99
Musicians' Mutual Association.
Pres.—Herman Kenin, 821 S. W. 4th Ave.
Sec.—L. D. Staats, 821 S. W. 4th Ave.
Jurisdiction—Twenty miles.

Portsmouth, N. H. 376
Musicians' Protective Union.
Pres.—Chauncey B. Hoyt, 47 Market St.
Sec.—Fred Windle, Jr., P. O. Box 804.
Jurisdiction—Portsmouth and sixteen-mile radius, and to include Rochester, N. H., and as far as Alton Bay.

Portsmouth, Ohio 482
Musicians' Protective Union.
Pres.—Chapman Utley, 791 Grimes.
Sec.—Geo. F. Hartman, 1627 Offenere St.
Jurisdiction—Scioto County.

Pottstown, Pa. 211
Musicians' Protective Association.
Pres.—Geo. A. Lightcapp, Jr., 921 Queen St.
Sec.—Geo. M. Diemer, 427 Walnut St.
Jurisdiction—Ten miles; north, includes Boyertown; east, Royersford and Spring City; south, to, but not including Birdsboro.

Pottsville, Pa. 515
Musical Society.
Pres.—Robert W. Spitler, Pottsville and River Sts., Cressona, Pa.
Sec.—James E. Jenkins, 518 Laurel St.
Jurisdiction—Ten miles.

Poughkeepsie, N. Y. 238
Musicians' Protective Association.
Pres.—Geo. B. Wood, Jr., 2 Gray St.
Sec.—F. E. Botsford, 11 E. Cedar St.
Jurisdiction—All of Dutchess County (except jurisdiction of Local 559, Beacon, N. Y.), including Salisbury, Lakeville and Sharon, Conn.

Princeton, Ill. 431
Musicians' Protective Union.
Pres.—Paul Russell, South Church St.
Sec.—Ernest Snell, 130 No. Church St.
Jurisdiction—Ten miles.

Princeton, Ind. 351
Musicians' Protective Union.
Pres.—Lonnie Meriwether, 1015 Cherry St., Mt. Carmel, Ill.
Sec.—E. Leo Brooks, 712 West Broadway St., Princeton, Ind.
Jurisdiction—Ten-mile radius, but not to intrude upon the jurisdiction of a local previously chartered.

Princeton, N. J. 366
Musicians' Protective Union.
Pres.—Raymond H. Britton, R. D. No. 2.
Sec.—Fred N. Cox, R. D. No. 2.
Jurisdiction — Ten-mile radius, provided same does not intrude upon the jurisdiction of a local previously chartered.

Providence, R. I. 198
Musicians' Protective Union.
Pres.—Vincent Castronovo, 123 Sutton St.
Sec.—Ambrose W. Carroll, 620 Caesar Misch Bldg.
Jurisdiction — Ten-mile radius, including Pawtucket, Central Falls, Lonsdale, Berkeley, Ashton, Valley Falls, Saylesville, Cumberland, Centredale, Greystone, Cranston, Auburn, Warwick, West Warwick, East Providence, North Providence, Oakland Beach, Rocky Point, Crescent Park, East Greenwich, Apponaug, and North Scituate.

Pueblo, Colo. 69
Musicians' Protective Union.
Pres.—J. D. Byrne, 1508 Lake Ave.
Sec.—Jack Balfe, 206 N. Main St.
Jurisdiction — Twenty-five miles north; sixty-five miles east, including La Junta, and fifty miles west and south.

Punxsutawney, Pa. 624
Musicians' Protective Union.
Pres.—James Adams, 518 Graffius Ave.
Sec.—Jay B. Miller, 306 Rockland Ave.

Jurisdiction—Twenty-two miles north, east and west, and ten miles south.

Quakertown, Pa. 569
Musicians' Protective Union.
Pres.—W. C. Kuschel, 313 Juniper St.
Sec.—Allen L. Grant, 51 Main St.
Jurisdiction—West, 12 miles; south, 12 miles; east, 10 miles; north, 6 miles, including East Greenville, Red Hill, Sunneytown, Perkasie, Lansdale, Trumbauersville and Coopersburg.

Quebec, P. Q., Canada 119
Musicians' Protective Union.
Pres.—L. Crepault, 64 Maisonneuve.
Sec.—Claud Richardson, 11 Burton.
Jurisdiction—Ten-mile radius and to include Latuque, Chicoutimi, Murray Bay, Riviere Du Loup and Montmagny.

Quincy, Ill. 265
Musicians' Protective Union.
Pres.—F. W. Maier, 2015 Ohio St.
Sec.—Frank A. Malambri, 612 Hampshire.
Jurisdiction—Fourteen miles north, east and west, and ten miles in a southerly direction.

Racine, Wis. 42
Musicians' Union.
Pres.—Erwin Sorenson, 1117 Augusta St.
Sec.—W. Clayton Dow, 1254 Arthur Ave.
Jurisdiction—All of Racine County.

Raleigh, N. C. 500
Musicians' Protective Union.
Pres.—Mrs. Lillian Wallace, c/o Meredeth College.
Sec.—W. F. Moody, State Treasurer's office.
Jurisdiction—Ten-mile radius, provided same does not intrude upon the jurisdiction of a local previously chartered.

Reading, Pa. 135
Musicians' Protective Association.
Pres.—F. L. Diefenderfer, 605 N. Fifth St.
Sec.—Edw. A. Gicker, 1950 Perkiomen Ave.
Jurisdiction—To the west and northwest, 14 miles including Womelsdorf, Bernville and all South Mountain summer resorts; to the north, 18 miles including Mohrsville, Shoemakersville and Hamburg; to the northeast, 20 miles including Topton and Kutztown; to the southeast, all territory between and including Birdsboro; otherwise to the east and south ten miles.

Red Bluff, Calif. 322
Musicians' Protective Union.
Pres.—Glenn Perrine, 950 Lincoln St.
Sec.—Robert E. Prindle, 206 Main St.
Jurisdiction—All of Tehama County which is not now in the jurisdiction of a local previously chartered, and to include the Town of Cottonwood and the city of Redding (both in Shasta County).

Regina, Sask., Canada 446
Musicians' Mutual Protective Union.
Pres.—Leo Donahue, 110 Kings Hotel.
Sec.—H. Rosson, 2859 Robinson St.
Jurisdiction—Twenty miles, and to include Regina Beach and Katepwe Beach.

Reinerton, Pa. 401
Musicians' Protective Union.
Pres.—Francis Rickenbach, Tower City, Pa.
Sec.—Harvey D. Hand, Box 81, Muir, Pa.
Jurisdiction—Ten miles.

Reno, Nevada 368
Musicians' Protective Union.
Pres.—Harry S. Upson, Colonial Apts.
Sec.—Paula Day, Box 208.
Jurisdiction—Ten miles.

Renton-Auburn, Wash. 360
Musicians' Protective Union.
Pres.—Jobie White, 202 Wells St., Renton, Wash.
Sec.—J. M. Petsche, 214 Wells St., Renton, Wash.
Jurisdiction—Ten-mile radius of Renton and Auburn, and to include High Point, Preston, Fall City, Snoqualmie, North Bend, Lake Wilderness, Hobart, Pine Lake and Beaver Lake.

Rexburg, Idaho 371
Musicians' Protective Union.
Pres.—George Gibson, 57 South Center St.
Sec.—Jay M. Anderson, 407 West Main.
Jurisdiction—Ten miles but not to intrude on the jurisdiction of a local previously chartered.

Rhinelander, Wis. 489
Musicians' Protective Association.
Pres.—
Sec.—
Jurisdiction—Twenty-five-mile radius, including Crandon, but not to include any part of Langlade County.

Richmond, Calif. 424
Musicians' Protective Union.
Pres.—Jack Sennitt, 259 4th St.
Sec.—Gay G. Vargas, P. O. Box 1007.
Jurisdiction—Contra Costa County, except that part included in the jurisdiction of Local 367, Vallejo, Calif.

Richmond, Ind. 388
Musicians' Protective Union.
Pres.—D. E. Warfel, 734 S. 10th St.
Sec.—Carl E. Shaffer, 621 S. "J" St.
Jurisdiction—Ten miles.

Richmond, Va. 123
Musical Protective Association.
Pres.—Frank P. Cowardin, 125 N. 8th St.
Sec.—Carl N. Wallnau, 203 W. Grace St.
Jurisdiction—Counties of Henrico, Chesterfield, Prince George and Dinwiddie, and also West Point, Petersburg, Farmville, Basic City.

Richmond, Va. (Colored) 38
Musicians' Protective Union.
Pres.—Roy F. Johnson, 1007 Oak St.
Sec.—Lee Roy Wyche, 506 N. 4th St.
Jurisdiction—Counties of Henrico, Chesterfield, Prince George and Dinwiddie, and also West Point, Petersburg, Farmville and Basic City.

Roanoke, Va. 165
Musicians' Protective Union.

Pres.—D. G. Windley, 102 Third St.
Sec.—W. E. Powell, Vinton, Va.
Jurisdiction—Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.

Rochester, Minn. 437
Musicians' Protective Union.
Pres.—Lee Gustine, 924 Second St., West.
Sec.—Charles Gleason, 1029 9th Ave., S.E.
Jurisdiction — Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.

Rochester, N. Y. 66
Musicians' Protective Association.
Pres.—Leonard Campbell, 81 Clinton Ave., N.
Sec.—Harry Waterhouse, 81 Clinton Ave., N.
Jurisdiction—Ten-mile radius; westward, shore of Lake Ontario, including Manitou Beach, Churchville Park and the Barn at Leroy; eastward, including Nine Mile Point; southwest, Conesus Lake and one-half mile bordering lake.

Rockford, Ill. 240
Musical Union.
Pres.—Ray Mann, 709 Cherry St.
Sec.—A. H. Tubbs, 514 West State St.
Jurisdiction—Ten miles north, south and west, and 15 miles east, taking in Belvidere.

Rock Springs, Wyoming 470
Musicians' Protective Union.
Pres.—Fred E. Vehar, 413 Soulsby Ave.
Sec.—R. N. Carlson, Rex Hotel.
Jurisdiction—Fifteen miles to Green River on the west; ten miles to Reliance on the east; fifteen miles to Superior on the west, and ten miles to Kent's Ranch on the south.

Rome, N. Y. 313
Musicians' Protective Association.
Pres.—Bert F. O'Dell, 518 Beecham St.
Sec.—E. C. Kime, 111 N. Washington St.
Jurisdiction—Ten miles.

Sacramento, Calif. 12
Musicians' Protective Union.
Pres.—Jack Alderson, 3540 Folsom Blvd.
Sec.—E. R. Drake, 813½ Jay St.
Jurisdiction—A radius of 25 miles and all of Sacramento County.

Saginaw, Mich. 57
Musicians' Protective Association.
Pres.—R. C. Weber, 1022 Lapeer Ave.
Sec.—Carl M. Hinte, 2316 Benjamin St.
Jurisdiction—Ten miles, and to include the Golden Glow Dance Hall.

St. Catharines, Ont., Canada 299
Musicians' Protective Union.
Pres.—C. Baer, 395 St. Paul St.
Sec.—Jos. C. Phelan, 24 Welland Ave.
Jurisdiction — St. Catharines. Merittan, Thorold, Allanburgh, Niagara-on-the-Lake, Jordon, Port Dalhousie.

St. Cloud, Minn. 536
Musicians' Protective Union.
Pres.—Sylvan Huss, 1530 7th Ave., S. E.
Sec.—Dan B. Freedman, 502 7th Ave., S.
Jurisdiction—Ten miles.

St. John, N. B., Canada 728
Musicians' Protective Union.
Pres.—A. E. Jones, 203 Charlotte St.
Sec.—B. N. Goldstein, 79 Summer St.
Jurisdiction—Twenty-five miles.

St. Joseph, Mo. 50
Musicians' Association.
Pres.—J. M. Bova, 704 N. 10th St.
Sec.—H. A. Rensch, 404 Empire Trust Bldg.
Jurisdiction—Ten miles, and including St. Joseph, Savannah and Amazonia, Mo., and Elwood and Wathena, Kan.

St. Louis, Mo. 2
Musicians' Mutual Benefit Association.
Pres.—Samuel P. Meyers, 3535 Pine St.
Sec.—Clarence E. Maurer, 3535 Pine St.
Jurisdiction—Fifteen miles.

(Subsidiary Local)
Pres.—Eligah W. Shaw, 3912 Finney Ave.
Sec.—Winston Walker, 3912 Finney Ave.
Jurisdiction—Fifteen miles.

St. Paul, Minn. 30
Musicians' Protective Union.
Pres.—E. W. Winter, 1376 Summit Ave.
Sec.—Edward Ringius, 436 Wabasha St.
Jurisdiction—City of St. Paul, including Inver Grove, Fort Snelling, Merriam Park, Como Park, Wildwood, White Bear, St. Paul Park, Tanner Lake, Snail Lake, Long Lake and Lake Josephine, State Fair Grounds and Lake Owasso; also South St. Paul, North St. Paul and Mendota.

St. Petersburg, Florida 427
Musicians' Protective Union.
Pres.—J. Warren Alexander, 329 2nd Ave., South.
Sec.—A. B. Cintura, 1231 Fourth St., South.
Jurisdiction—All of Pinellas County, including all Gulf Beaches in Pinellas County south of Clearwater Beach, but not to include that portion now in the jurisdiction of Local 729, Clearwater, Fla.

St. Thomas, Ont., Canada 633
Federation of Musicians.
Pres.—Alex. J. Demcie, Columbia Apts., Talbot St.
Sec.—Milton Axford, 66 Mitchell St.
Jurisdiction—Elgin County, entire.

Salem, Ohio 222
Musicians' Protective Association.
Pres.—D. Quinn, 417 East Pershing Ave.
Sec.—John W. Hundertmarck, 424 West State St.
Jurisdiction — North, one-half way to Youngstown, 10 miles; west, one-half way to Alliance, 7 miles; south, 10 miles, including Lisbon; east, 10 miles, including Leetoria and Columbiana, Ohio.

Salem, Oregon 315
Musicians' Mutual Protective Association.
Pres.—Alvin Thomas, c/o Kruger's Grocery Store.
Sec.—L. W. DuBois, Masonic Bldg.
Jurisdiction—Ten-mile radius, and to include Corvallis and Cottage Grove, Ore.

City — Local No.

Salida, Colo. 227
Musicians' Protective Association.
Pres.—Walter B. Snell, 233 Teller St.
Sec.—J. M. Manful, 109 F St.
Jurisdiction—Ten miles, including Poncha Springs, Wellsville.

Salina, Kansas 207
Musicians' Protective Union.
Pres.—Ralph Summers, United Life Bldg.
Sec.—P. M. Richardson, United Life Bldg.
Jurisdiction—Twenty miles, and to include Abilene, Kansas.

Salinas, Calif. 616
Musicians' Protective Union.
Pres.—Errol Burkhart, 27 Lincoln Ave.
Sec.—Ken Ahrenkiel, P. O. Box 616.
Jurisdiction—All of Monterey County.

Salt Lake City, Utah 104
Federated Musicians.
Pres.—Guy W. Heric, 53 Redondo Ave.
Sec.—James Foley, 44½ South Main St.
Jurisdiction—All of Salt Lake County and that portion of Davis County as far north as Lagoon.

San Antonio, Texas 23
Musicians' Society.
Pres.—John H. Anderson, 2422 W. Travis St.
Sec.—R. S. Atchison, 126 North St.
Jurisdiction—Fifty miles.

San Bernardino, Cal. 167
Orange Belt Musicians' Association.
Pres.—R. L. Adams, 807 N. Gibbs St., Pomona, Calif.
Sec.—Allan D. O'Hara, Labor Temple.
Jurisdiction—Five miles, to include Redlands on the east and Pomono on the west and all of Riverside County.

San Diego, Calif. 325
Musicians' Protective Association.
Pres.—Fred A. Groves, 3654 Orange Ave.
Sec.—Wm. J. Meader, 341 Bank of America Bldg.
Jurisdiction—All of San Diego County.

Sandusky, Ohio 272
Musicians' Protective Union.
Pres.—Paul Alexander, 113 Perry.
Sec.—James W. Seavers, 119 Perry St.
Jurisdiction—Ten miles, but not to intrude on the jurisdiction of a local previously chartered.

San Francisco, Calif. 6
Musicians' Union.
Pres.—Walter A. Weber, 230 Jones St.
Sec.—Eddie B. Love, 230 Jones St.
Jurisdiction—Includes San Francisco, Oakland, Alameda, Berkeley, Fruitvale, Melrose, Mill Valley, Elmhurst, San Rafael, San Anselmo and Palo Alto, Calif.

Branch No. 1, Oakland, Calif.
Sec.—Albert Morris, 634 14th St.
Jurisdiction—Oakland, Fruitvale, Melrose, Elmhurst, Alameda, Berkeley, Albany, Emeryville and Piedmont.

San Jose, Cal. 153
Musicians' Protective Union.
Pres.—W. T. Munjar, 919 Riverside Ave.
Sec.—A. H. Kuhn, 114 E. Santa Clara St.
Jurisdiction—Entire Santa Clara County.

San Leandro, Calif. 510
Musicians' Protective Union.
Pres.—M. C. Medeiros, 8333 Ney Ave., Oakland, Calif.
Sec.—Jos. P. Rose, Room 11, Thomas Bldg.
Jurisdiction—Ten miles, and to include Hayward, Decoto, Niles, Centerville, Irvington, Newark, Alverado, San Lorenzo, Livermore, Pleasanton and Sunol.

San Luis Obispo, Calif. 305
Musicians' Protective Union.
Pres.—W. W. Sutherland, 710 Ida.
Sec.—Andre Freitas, P. O. Box 615.
Jurisdiction—All of San Luis Obispo County and Santa Barbara County to a point 30 miles south of the northern Santa Barbara County line, and extending the full width of the county.

Santa Ana, Calif. 687
Musicians' Musical Protective Association of Orange County.
Pres.—George C. Furtsch, 131 N. Lyon St.
Sec.—Milton R. Foster, 309 N. Broadway.
Jurisdiction—All of Orange County except the jurisdiction of Long Beach.

Santa Barbara, Calif. 308
Musicians' Mutual Protective Association.
Pres.—Harold Bacon, 110 W. Mason St.
Sec.—Robert Foxen, 1023 Olive St.
Jurisdiction—Santa Barbara County, except that territory which is in the jurisdiction of Local 305, San Luis Obispo, Calif., and to include Ventura, Oxnard and Santa Paula in Ventura County.

Santa Cruz, Calif. 346
Musicians' Protective Union.
Pres.—Chas. W. Taintor, 32 Cedar St.
Sec.—A. Guenter, 110 S. Branciforte Ave.
Jurisdiction—Ten miles.

Santa Rosa, Calif. 292
Musicians' Mutual Protective Union.
Pres.—C. W. Dont, 660 Maple St.
Sec.—J. Nick De Meo, Exchange Bank Bldg.
Jurisdiction—Ten miles.

Saratoga Springs, N. Y. 506
Musicians' Protective Association.
Pres.—Harold J. Cusson, 26 W. Circular St.
Sec.—Charles E. Morris, 458 Broadway.
Jurisdiction—Ten miles, to include Saratoga Springs, Ballston Spa, Saratoga Lake, West Milton, Charlton, Rocky City Falls, Galway, Luzerne, Grangerville, Gansevoort, Wilton, Mt. MacGregor, Greenfield, Corinth and Palmer Falls, all in New York State.

Sarnia, Ont., Canada 628
Musicians' Protective Union.
Pres.—George Wilson, 143 Cromwell St.
Sec.—John H. Collum, 138 S. College Ave.
Jurisdiction—Ten miles.

Saskatoon, Sask., Canada 553
Saskatoon Musicians' Association.
Pres.—P. Horridge, 709 Lansdowne Ave.

Sec.—E. M. Knapp, 816 15th St.
Jurisdiction—Fifty miles, and to include Manitou Beach, Watrous.

Sault Ste. Marie, Canada 276
Musicians' Protective Union.
Pres.—H. L. Sergeant, 1068 Queen St., East
Sec.—H. Hoodless, 929 Wellington St.
Jurisdiction—Ten miles.

Sault Ste. Marie, Mich. 593
Musicians' Mutual Protective Union.
Pres.—Frank G. Oster, 118 Ridge St.
Sec.—Ira Stonehouse, 421 E. Spruce St.
Jurisdiction—Sault Ste. Marie, Mich.

Savannah, Ga. 447
The Savannah Federation of Musicians.
Pres.—
Sec.—O. H. McClellen, 814 E. 31st St.
Jurisdiction — Twenty-five-mile radius of the city of Savannah, and to include the city of Brunswick, Ga., Sea Island Beach and St. Simon's Island.

Sayre, Pa. 645
Musicians' Association.
Pres.—E. M. Alliger, 206 Maple St.
Sec.—Clarence Vought, William St., Waverly, N. Y.
Jurisdiction—Ten miles, including Athens, Pa., and Waverly, N. Y.

Schenectady, N. Y. 85
Musical Union.
Pres.—Earl Shear, 2314 Broadway.
Sec.—Sid De Feo, 221 Elm St.
Jurisdiction—Ten miles; includes Burnt Hills, Ballston Lake; Scotia, Rotterdam, Pattersonville, Village of Niskayuna, Rexford, Alplaus, Carmen, Karner and Mariaville.

Scranton, Pa. 120
Musicians' Protective Association.
Pres.—Allan Lawrence, 311 Adams Ave.
Sec.—J. T. Harris, 313 Adams Ave.
Jurisdiction—Scranton, Taylor, Old Forge, Minouka, Moosic, Avoca, Duryea, Moscow, Olyphant, Throop, Peckville, Jessup, Clarks Summit, Dalton, Factoryville, Delmore and Elmhurst, all in ten miles east to Pittston; west to Archibald; north to Dalton; south to Mt. Pocono.

Seattle, Wash. 76
Musicians' Association.
Pres.—O. R. McLain, 1927½ Fifth Ave.
Sec.—J. J. Curley, 1927½ Fifth Ave.
Jurisdiction — Twenty miles, including Bremerton, Port Orchard and Charleston.

Seattle, Wash. (Colored) 493
Musicians' Protective Union.
Pres.—Gerald Wells, 214 20th, North.
Sec.—Mrs. Marion Borders, 1611 Washington St.
Jurisdiction—Twenty miles, including Bremerton, Port Orchard and Charleston.

Sedalia, Mo. 22
Musicians' Protective Union.
Pres.—Leo E. Eickhoff, 1618 S. Park St.
Sec.—A. G. Ferguson, 210 W. Seventh St.
Jurisdiction—Ten miles.

Shamokin, Pa. 456
Musicians' Protective Union.
Pres.—Raymond I. Keim, 124 N. Rock St.
Sec.—A. J. Dick, Apt. 2, 37 S. Sixth St.
Jurisdiction—Ten-mile jurisdiction and including Knoble's Grove.

Sharon, Pa. 187
Musicians' Protective Association.
Pres.—Wm. J. Cave, 173 Flowers Ave.
Sec.—L. G. Daniels, 577 Lafayette St.
Jurisdiction—Sharon, Sharpsville, Farrell, Wheatland, Middlesex, and ten miles in each direction, but not to intrude upon the jurisdiction of a Local previously chartered.

Sheboygan, Wis. 95
Musicians' Association.
Pres.—Harvey Glaeser, 818 Jefferson Ave.
Sec.—William Haack, 1226 Georgia Ave.
Jurisdiction—All of Sheboygan County, that part of Ozaukee County lying in a twenty-mile radius of Sheboygan, and that part of Manitowoc County that lies within a fifteen-mile radius of Sheboygan, including Cedar Lake.

Sheridan, Wyoming 348
Musicians' Protective Union.
Pres.—Joe Rulli, 805 Illinois St.
Sec.—Mark Hayward, P. O. Box 293.
Jurisdiction—All of Sheridan and Johnson Counties.

Shreveport, La. 116
Musicians' Protective Union.
Pres.—Ernest Hatley, Y. M. C. A.
Sec.—P. W. Lee, P. O. Box 507.
Jurisdiction—Fifteen miles.

Sidney, Ohio 801
Sidney Musicians' Association.
Pres.—Herman H. Hadley, Ohio Bldg.
Sec.—Franklin J. Schaefer, 719 Broadway.
Jurisdiction—Ten miles and to include Minster and New Bremen.

Sioux City, Iowa 254
Musicians' Protective Union.
Pres.—Darrell Sheffield, 408 Sixth St.
Sec.—H. W. Henderson, 108 War Eagle Bldg.
Jurisdiction—Ten miles.

Sioux City, Iowa (Colored) 743
Musicians' Protective Association.
Pres.—Robt. Fite, 719 W. 6th St.
Sec.—Fred Hanson Baker, 716 Myrtle St.
Jurisdiction—Ten miles.

Sioux Falls, S. D. 114
Musicians' Protective Union.
Pres.—A. K. Bailey, 708 N. Summitt Ave.
Sec.—Burton S. Rogers, 625 S. Phillips Ave.
Jurisdiction—Ten miles.

South Bend, Ind. 278
Musicians' Protective Union.
Pres.—Dillon Patterson, 604 Sherland Bldg.
Sec.—Oliver H. Payne, 604 Sherland Bldg.
Jurisdiction—North to and including Barron Lake, Mich.; east and south, ten miles; and west, to and including Hudson Lake.

South Norwalk, Conn. 52
South Norwalk Musicians' Protective Assn.
Pres.—Frank B. Field, 45 Lincoln Ave.
Sec.—Wm. R. Fiedler, 63 Stuart Ave., Norwalk, Conn.

City — Local No.

Jurisdiction—Township of Norwalk, Westport, New Canaan and Wilton.

Spencer, Iowa 405
Musicians' Protective Union.
Pres.—Moe Goyette, East 11th St.
Sec.—Carl Westenberger, Arnolds Park, Ia.
Jurisdiction—Twenty miles.

Spokane, Wash. 105
Musicians' Association.
Pres.—Dudley Wilson, Ridpath Hotel.
Sec.—R. L. McMullen, West 522½ Sprague Ave.
Jurisdiction—Ten miles, and to include Liberty Lake, Newman Lake and Medical Lake.

Springfield, Ill. 19
Musicians' Association.
Pres.—Frank E. Leeder, 841 S. Glenwood Ave.
Sec.—L. Kent Kyes, Rochester, Ill.
Jurisdiction—Ten miles.

Springfield, Ill. (Colored) 675
Musicians' Protective Union.
Pres.—J. C. Douglas, 1126 E. Adams St.
Sec.—Geo. Hasten, 1606 Cummins Ave.
Jurisdiction—Ten-mile radius, provided same does not intrude upon the jurisdiction of a local previously chartered.

Springfield, Mass. 171
Hampden County Musicians' Association.
Pres.—Cyril J. La Francis, 1252 Main St.
Sec.—E. H. Lyman, 1694 Main St., Room 340, Massoit Bldg.
Jurisdiction—Includes Springfield, Chicopee (except that portion included in the jurisdiction of Local 144 of Holyoke), Longmeadow, East Longmeadow, Hampden, Wilbraham, Monson, South Monson, Wales, Indian Orchard, Ludlow, Palmer, Three Rivers, Thorndike, Bondsville, Forest Lake, Ware, Brimfield, Agawam, West Springfield, Mitteneague, Feeding Hills (all in Massachusetts) and Thompsonville, Hazardville, Somers and Suffield (in Connecticut).

(Subsidiary Local)
Pres.—Clarence Clinton, 178 Walnut St.
Sec.—Alvin Miller, 105 Tenth St.
Jurisdiction—Same as Local 171.

Springfield, Mo. 150
Association of Musicians.
Pres.—Fred Davey, 1223 N. Campbell St.
Sec.—E. F. Lloyd, c/o Commercial Club.
Jurisdiction—Ten miles.

Springfield, Ohio 160
Musicians' Protective Association.
Pres.—C. W. Wilson, 822 Kenton St.
Sec.—A. G. Deam, 706 West Pleasant St.
Jurisdiction—Ten miles, and to include Urbana, New Carlisle, Medway, Enon, Yellow Springs, Pitchin, South Vienna.

Stamford, Conn. 626
Stamford Musicians' Protective Asso.
Pres.—Charles Haggerty, 1 Bedford Park.
Sec.—Martin Gordon, 102 Crystal St.
Jurisdiction—Stamford, Greenwich, Island Beach, Darien, Bedford Village, Pound Ridge.

City — Local No.

Sterling, Ill. 329
Musicians' Protective Union.
Pres.—Clifford Carpenter, 604 E. 3rd St.
Sec.—R. B. Hull, 610 First Ave.
Jurisdiction—Sterling and Rock Falls.

Steubenville, Ohio 223
Musicians' Protective Union.
Pres.—Paul Campbell, 320 Ross St.
Sec.—Geo. F. Wilson, Room 4, Orr Bldg.
Jurisdiction—10-mile radius, to include the towns of Weirton, Wellsburg, Follansbee, Mingo Junction, Richmond, Wintersville, Bethany, Peach Bottom, Brilliant, Buffalo Park and Toronto.

(Subsidiary Local)
Pres.—John Murray, 608 Garrett Ave.
Sec.—Wilber Williams, 510 Ross St.
Jurisdiction—Ten-mile radius (same as Local 223).

Stevens Point, Wis. 213
Musicians' Protective Union.
Pres.—Ray Jacobs, 111 Third St.
Sec.—Ray Copeland, 515 Jefferson St.
Jurisdiction—Ten miles, but not to intrude on the jurisdiction of a local previously chartered.

Stockton, Cal. 189
Stockton Musicians' Association.
Pres.—Grattan Guerin, 1214 E. Church St.
Sec.—Elbert Bidwell, 518 E. 4th St.
Jurisdiction—All of San Joaquin County; Calaveras County 33 miles east of the county line; Tuolumne County 33 miles east of the county line; including the towns of Angels Camp, San Andreas, Sonora, Jamestown and Tuolumne.

Stratford, Ont., Canada 418
Musicians' Protective Union.
Pres.—D. Plummer, Bridges St.
Sec.—Chas. A. Bird, 21 Market Place.
Jurisdiction—Fifteen miles and to include Mitchell, St. Marys, Milverton and Shakespeare.

Streator, Ill. 131
Musicians' Protective Union.
Pres.—Fred Price, 402 East Kent St.
Sec.—Clarence Zahnow, 212 N. Park St.
Jurisdiction—Ten miles.

Sunbury, Pa. 605
Sunbury Federation of Musicians.
Pres.—W. C. Fulmer, 456 King St., Northumberland, Pa.
Sec.—I. W. Rothenberg, 51 N. Sixth St.
Jurisdiction—Ten miles, and including Sunbury, Northumberland, Selinsgrove, Lewisburg, Milton, West Milton, Watsontown, Freeburg, Middleburg, Freemont, Beavertown and Beaver Springs.

Superior, Wis. 260
Musicians' Protective Union.
Pres.—Harry Gradin, 1708 Susquehanna Ave.
Sec.—James Smith, 1111 Tower Ave.
Jurisdiction—A 40-mile radius within the State of Wisconsin.

Superior, Wyoming 370
Musicians' Protective Union.

Pres.—Sam Dexter, Superior, Wyo.
Sec.—Sol Williams, Box 23.
Jurisdiction—Ten miles.

Syracuse, N. Y. 78
Musicians' Protective Association.
Pres.—Carl L. Bly, 261 W. Borden Ave.
Sec.—Geo. F. Wilson, 216 Dillaye Bldg.
Jurisdiction—Includes Syracuse, East Syracuse, Minoa, Manlius, Fayetteville, Edwards Falls, North Syracuse, Cicero, South Bay, Boysens Bay, Bewerton and all resorts on Onondaga Lake, Solvay, Camillus, Marcellus, Nedrow and Three Rivers.

Tacoma, Wash. 117
Musicians' Mutual Protective Union.
Pres.—George S. Johnson, 316 S. "K" St.
Sec.—Jos. E. Rausch, P. O. Box 528.
Jurisdiction—Ten miles.

Tampa, Florida 721
Musicians' Association.
Pres.—R. Glenn Kay, 507 Morgan St.
Sec.—James S. Dodds, Jr., 507 Morgan St.
Jurisdiction—Radius of 50 miles, including Lakeland, Bradenton and Sarasota, but not to include St. Petersburg, Clearwater and their jurisdictions.

Taunton, Mass. 231
Musicians' Protective Union.
Pres.—Wm. F. Lott, 10 Freind St.
Sec.—Louis H. Pero, 50 Tremont St.
Jurisdiction—Taunton, Lakeville, Freetown, Rehobeth, Norton, Raynham and Attleboro, Berkeley.

Taylorville, Ill. 798
Musicians' Protective Union.
Pres.—Joe Layzelle, 620 E. Oak St.
Sec.—Amos Pinkerton, 206½ E. Main Cross St.
Jurisdiction—Ten miles.

Terre Haute, Ind. 25
Musicians' Association.
Pres.—Herman A. Diekhoff, 515 N. 14th St.
Sec.—Paul D. Johnson, 1508 S. 11th St.
Jurisdiction—All of Vigo County, and including Brazil, Greencastle and Clinton, Ind.

Thomaston, Conn. 438
Musicians' Protective Association.
Pres.—Lester Pratt, Plymouth Hill.
Sec.—Walter C. Dickinson, 33 N. Main.
Jurisdiction—Thomaston, Plymouth, Harwington and Morris.

Toledo, Ohio 15
Musical Protective and Benevolent Assn.
Pres.—John C. Hahn, 1936 Linwood Ave.
Sec.—Hal Carr., 419 Gardner Bldg.
Jurisdiction—Fifteen miles, including Rossford, Maumee, Perrysburg, Waterville, Toledo Beach, West Toledo, Point Place, Inverness and Country Clubs, Luna Pier and Woodville Gardens, Lassalle, Vollmers, Forest, Hickory, Willow Beach and Parkers Parks, and intermediate points.

Toledo, Ohio (Colored) 286
Musicians' Protective Union.
Pres.—Norman Jones, 556 Lucas St.
Sec.—Velmer Mason, 906 Washington St.
Jurisdiction—Ten miles.

Tonawanda, N. Y. 209
Musicians' Protective Association.
Pres.—Charles Browning, 470 Fletcher St.
Sec.—Louis Jerge, 142 Adam St.
Jurisdiction—Tonawanda and North Tonawanda, N. Y.

Tonopah, Nevada 426
Musicians' Protective Union.
Pres.—Paul McGuire, P. O. Box 235.
Sec.—Raymond F. Robb, P. O. Box 778.
Jurisdiction—Ten miles.

Topeka, Kansas 36
Musical Association.
Pres.—Otto L. Rahn, 207 Kendall Ave.
Sec.—V. L. Knapp, 1116 Taylor.
Jurisdiction—Fifteen miles.

Toronto, Ont., Canada 149
Musicians' Protective Association.
Pres.—Walter M. Murdoch, 42 Coady Ave.
Sec.—Arthur Dowell, Room 402, Metropolitan Bldg.
Jurisdiction—Toronto easterly to Oshawa; direct north from Oshawa, through Fenelon Falls, Lake of Bays to Mattawa, and westerly to Port Credit; northwest to Brampton, through to Alliston, Stayner, Wasaga Beach, Midland, Parry Sound, to Sturgeon Falls, and all intervening territory, including Lake Simcoe and Muskoka Lakes, with the exception of territory included in the Huntsville jurisdiction.

Torrington, Conn. 514
Musicians' Protective Association.
Pres.—Joseph Mancini, 50 Bird St.
Sec.—A. Hugret, 177 Workman Ave.
Jurisdiction—Torrington, Litchfield, Winsted, Goshen and Bantam.

Trenton, Ill. 175
Musicians' Protective Union.
Pres.—William Weber.
Sec.—W. R. Weber.
Jurisdiction—Ten miles.

Trenton, N. J. 62
Trenton Musical Association.
Pres.—John E. Curry, Jr., 703 W. State St.
Sec.—Alvah R. Cook, 620 Lafayette Ave.
Jurisdiction—Trenton, N. J., with ten-mile radius, and extended territory, taking Hightstown (14 miles), Lambertville (16 miles), New Hope (15 miles); within radius of ten miles there are Morrisville, Bristol, Newton, Yardley, Tullytown, Pa.; Bordentown, Lawrenceville, Hamilton Square and Allentown, N. J., and a few smaller villages.

Troy, N. Y. 13
Troy Musical Union.
Pres.—Ralph W. Eyclesheimer, 507 Grand St.
Sec.—Ernest A. Martin, 886 Fourth Ave.
Jurisdiction—Ten miles which includes Troy, Greater Troy, Cohoes, Waterford, Watervliet, Green Island, Menands Cemetery, West Sand Lake and Sand Lake.

Tucson, Ariz. 771
Musicians' Protective Union.

Pres.—Walter Alwin, 548 E. 3rd St.
Sec.—Ernie Lewis, 267 S. Stone Ave.
Jurisdiction—Thirty-eight miles in each direction, north, south, east and west, including Circle Z, Flying V, Oracle and Kinsley Ranches.

Tulsa, Okla. 94
Musicians' Protective Union.
Pres.—Lee Roy Duffy, 3502 East 12th Pl.
Sec.—Grafton J. Fox, 911 S. Ellwood Ave.
Jurisdiction—Thirty miles; including Bristow, Barnsdall, Haskell, Hominy, Cushing, Drumright, Oilton, Pawhuska and Shamrock.

Tuscaloosa, Ala. 435
The Tuscaloosa Musicians' Protective Asso.
Pres.—Wesley R. Smith, 713 11th St.
Temp. Sec.—Francis Story.
Jurisdiction—Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.

Tyrone, Pa. 660
Musical Society.
Pres.—John Dworsak, 1214 Hamilton Ave.
Sec.—E. Gregg Plummer, Farmers and Merchants Bank Bldg.
Jurisdiction—City of Tyrone and Triangle and Alfaretta Parks.

Uniontown, Pa. 596
Uniontown Musical Society.
Pres.—George Silver, 115 Boyd St.
Sec.—Wm. S. Mason, 106 E. Main St.
Jurisdiction—Ten miles, and to include LaBelle, Isabella, Brownsville, and Point Marion, Pa.

Uniontown, Pa. (Colored) 455
Musicians' Protective Association.
Pres.—Sanford Thomas, 32 Feathers Ave.
Sec.—Theodore Cooper, 20 Feathers Ave.
Jurisdiction—Ten miles, and to include LaBelle, Isabella, Brownsville and Point Marion, Pa.

University, Miss. 197
Musicians' Protective Union.
Pres.—E. Francis Yerby, University Ave.
Sec.—A. G. Bowen, University, Miss.
Jurisdiction—Ten miles.

Utica, N. Y. 51
Musicians' Protective Union.
Pres.—Stanley D. Jones, 1125 Brinckerhoff Ave.
Sec.—O. C. Bergner, 1501 Kemble St.
Jurisdiction—West to and including Oriskany, east to Frankfort, north 30 miles to and including Boonville, and south 30 miles to and including Hamilton.

Vallejo, Calif. 367
Musicians' Protective Union.
Pres.—W. Stross, 537 York St.
Sec.—Alfred J. Rose, P. O. Box 265.
Jurisdiction—Ten-mile radius, includes Martinez, Port Costa, Crockett, Valona, Shelby, Rodeo and Pinole in Contra Costa County.

Valparaiso, Ind. 732
Musicians' Protective Union.
Pres.—Chas. Parker, Jr., 104 Erie St.
Sec.—Don L. Richards, 154 Garfield Ave.
Jurisdiction—Ten miles.

Vancouver, B. C., Canada 145
Musicians' Mutual Protective Union.
Pres.—J. Bowyer, 2704 Fourth Ave., East.
Sec.—Edw. A. Jamieson, 732 Seymour St.
Jurisdiction—Greater Vancouver, Fraser Valley, Amo Nanaimo on Vancouver Island.

Vandergrift, Pa. 476
The Vandergrift Musical Society.
Pres.—C. C. Borland, Vandergrift, Pa.
Sec.—Leo Allera, 600 Pitt St., Leechburg, Pa.
Jurisdiction—North ten miles; east to Indiana County line; south, ten miles to include Saltsburg; west, ten miles, but not to intrude upon the jurisdiction of a local previously chartered.

Vicksburg, Miss. 261
Musicians' Mutual Protective Association.
Pres.—H. P. Grant, Baum St.
Sec.—A. L. Setaro, 1219 Magnolia St.
Jurisdiction—Ten-mile radius, provided same does not intrude upon the jurisdiction of a local previously chartered.

Victoria, B. C., Canada 247
Musicians Mutual Protective Union.
Pres.—S. G. Peele, 1210 McKenzie St.
Sec.—F. V. Homan, 602 Broughton St.
Jurisdiction—All of Victoria Island south of and including the town of Duncan.

Vincennes, Ind. 764
Musicians' Protective Union.
Pres.—Jos. F. Ertel, 407 Main St.
Sec.—H. W. May, 1670 Washington Ave.
Jurisdiction—Ten miles.

Vineland, N. J. 595
Musicians' Protective Union.
Pres.—Wm. Middleton, 89 Lincoln St., Bridgeton, N. J.
Sec.—Enrico Serra, Chestnut and West Aves.
Jurisdiction—North to and including Salem and Shiloh, east and south, 10 miles, and west, 20 miles, including Port Norris and Pittman.

Virden, Ill. 354
Musicians' Protective Union.
Pres.—Fred Bradley, 432 N. Church St.
Sec.—Wm. F. Haines, 432 W. Green St.
Jurisdiction—Ten miles, and to include Waverly.

Virginia, Minn. 459
Musicians' Protective Association.
Pres.—Lloyd Krietzer, 823 N. 11th St.
Sec.—John Bayuk, 525 Jackson St., Eveleth, Minn.
Jurisdiction—Virginia, 5 miles west, 40 miles east, 40 miles north and 25 miles south, but not to intrude upon the jurisdiction of a local previously chartered.

Visalia, Calif. 805
Musicians' Protective Union.
Pres.—Geo. DeBolt, 223 South "D" St., Tulare, Calif.
Sec.—Dick Coats, 412 East Mineral King Ave.

Jurisdiction — Tulare County, including Ward's Park on Kings River.

Waco, Texas 306
Musicians' Protective Union.
Pres.—F. F. Tolan, 2615 Colcord Ave.
Sec.—L. N. Griffin, Route 2, Box 4.
Jurisdiction—Ten miles.

Walden, N. Y. 522
Musicians' Protective Association.
Pres.—Elmer Conklin, 52 Ulster Ave.
Sec.—Harry A. Oates, 39 Pleasant Ave.
Jurisdiction—Walden, Walkill, Gardiner, Pine Bush, Montgomery and 10 miles in each direction.

Wallace, Idaho 636
Musicians' Protective Union.
Pres.—Dillon Inskip.
Sec.—Jack B. Gregory, 814 Residence St.
Jurisdiction — Twenty miles, including Burke, Mullan, Wardner, Gem, Black Bear and Kellogg, Idaho.

Walnut, Ill. 92
Musicians' Protective Union.
Pres.—W. W. Shafflet, General Delivery.
Sec.—Marvin Stone, c/o Blue Front Grocery Store.
Jurisdiction—Ten miles, but not to intrude on the jurisdiction of a local previously chartered.

Warren, Ohio 118
Musicians' Protective Union.
Pres.—T. F. Murphy, 719 Porter St.
Sec.—P. J. Dillon, 437 Ohio Ave., N. W.
Jurisdiction—North to and including Kinsman, 5 miles east and including Niles, south and west, 10 miles.

Warsaw, Ind. 253
Musicians' Protective Union.
Pres.—J. E. Calvert.
Sec.—Karl Weick, 112 S. Scott.
Jurisdiction—Ten miles.

Washington, D. C. 161
Musicians' Protective Union.
Pres.—A. C. Hayden, 1011 B St., S. E.
Sec.—John E. Birdsell, 1105 16th St., N. W.
Jurisdiction—Ten miles; includes Laurel and Rockville, Md.; Mt. Vernon and Great Falls, Va.; Cabin John and Chesapeake Beach, Md.; Alexandria, Va. and Prince George, Montgomery and Calvert Counties, Md.

Washington, D. C. (Colored) 710
Musicians' Protective Association.
Pres.—Wm. H. Bailey, 1739 "U" St., N.W.
Sec.—G. F. Robinson, 2025 13th St., N.W.
Jurisdiction—Ten miles.

Washington, Ill. 647
Musicians' Protective Union.
Pres.—W. O. Decker.
Sec.—W. S. Kimmell.
Jurisdiction—Ten miles.

Washington, Pa. 277
Musicians' Protective Union.
Pres.—Chas. Duvall, 646½ E. Maiden St.
Sec.—Ethel B. Barr, 93 South Main St.
Jurisdiction—Ten-mile radius extending north to Allison Road and including Meadowlands and the Washington Country Club.

Waterbury, Conn. 186
Musicians' Protective Association.
Pres.—Chas. B. Durbin, Platts Mills, F.F.D.
Sec.—E. S. Beardslee, Box 36, Thomaston, Conn.
Jurisdiction—Ten miles.

Waterloo, Iowa 334
Waterloo Federation of Musicians.
Pres.—Harry Stewart, 324½ W. 4th St.
Sec.—Court Hussey, 222 Franklin St.
Jurisdiction—Ten miles.

Waterloo, Ont., Canada 544
Musical Society.
Pres.—John A. Stellar, 23 John St., W.
Sec.—F. C. Moogk, 48 Erb St., East.
Jurisdiction—Waterloo.

Watertown, N. Y. 734
Musicians' Association.
Pres.—Thurston Lewis, 310 S. Massey St.
Sec.—Patsey N. Brindesi, 114 William St.
Jurisdiction—Ten miles.

Watertown, Wis. 469
Watertown Musicians' Association.
Pres.—Matt Borth, 426 Church St.
Sec.—Clarence Meitner, 1310 Ruth St.
Jurisdiction—Ten-mile radius, but not to intrude upon the jurisdiction of a local previously chartered.

Wateska, Ill. 93
Musicians' Protective Union.
Pres.—Ray E. Bossart, Buckley, Ill.
Sec.—Lester McShanog, 114 West Ash St.
Jurisdiction—North one-half way to Kankakee jurisdiction; east one-half way to Lafayette jurisdiction; south one-half way to Danville jurisdiction; west one-half way to Pontiac jurisdiction, including Martinton and Ashkum.

Watsonville, Calif. 711
Musicians' Protective Union.
Pres.—A. T. Jansen, 261 Main St.
Sec.—J. G. Hastie, 9 E. Third St.
Jurisdiction—Ten miles, provided same does not intrude upon the jurisdiction of a local previously chartered.

Waukegan, Ill. 284
Waukegan Federation of Musicians.
Pres.—Percy Snow, Milwaukee Ave., Libertyville, Ill.
Sec.—G. W. Pritchard, 1125 North Ave.
Jurisdiction—North to Wisconsin state line; east to Lake Michigan; south to north boundary line of Highland Park, Ill., west to Lake County line.

Waukesha, Wis. 193
Musicians' Association.
Pres.—Edw. Ackerknecht, 346 Wilson Ave.
Sec.—Wm. L. Beierle, Route 2, Eagle, Wis.
Jurisdiction—Twenty-five miles.

Wausau, Wis. 480
Musicians' Protective Union.
Pres.—Seth Damon, 407½ First St.
Sec.—E. W. Gamble, 522½ Scott St.
Jurisdiction—Ten miles, including Popular Tree, Rib River Ballroom and Vogel's Eau Claire Dells, and to include Trianon Gardens and Mayflower Lake Pavilion.

City — Local No.

Webster City, Iowa 152
Musicians' Protective Union.
Pres.—H. F. Carpenter, Iowa Falls, Iowa.
Sec.—D. A. Beightol, Hamilton County Bank Bldg.
Jurisdiction—Ten miles west of Webster City to points twenty miles north, ten miles south and forty-five miles east, including Eagle Grove, Clarion, Hampton, Iowa Falls, Alden, Ackley, Eldora and Wellsburg.

Wellston, Ohio 221
Musicians' Protective Union.
Pres.—Carlton Brooks, Wellston, Ohio.
Sec.—H. D. McKinnis, Wellston, Ohio.
Jurisdiction—Ten miles but not to intrude on the jurisdiction of a local previously chartered.

Wenatchee, Wash. 233
Musicians' Protective Union.
Pres.—Manley Honts, 339 Malaga St.
Sec.—Hugh M. Thompson, Apt. B, 710 Monroe St.
Jurisdiction—Ten miles.

Wenona, Ill. 598
Musicians' Protective Union.
Pres.—E. O. Barker.
Sec.—C. J. Brown.
Jurisdiction—Ten-mile radius.

West Chester, Pa. 613
Musical Association.
Pres.—Jesse F. Potts, 139 Magnolia St., Kennett Square, Pa.
Sec.—P. W. Ford, 218 East Gay St.
Jurisdiction—West, 10 miles; north, 4 miles; south, 14 miles; east, 10 miles.

Westfield, Mass. 91
Musicians' Protective Union.
Pres.—Joseph Kratochvil, 20 Gross St.
Sec.—Chas. D. Hagan, 44 Montgomery St.
Jurisdiction—North, to and including Southampton; west, Granville to and including Chester, Mass.; south, to and including Congomond Lakes; east, five miles, dividing the distances with Springfield.

West Frankfort, Ill. 410
Musicians' Protective Union.
Pres.—C. Neuhaus, 708 W. St. Louis St.
Sec.—Walter Syfert, 704 E. St. Louis St.
Jurisdiction—Ten miles.

West Palm Beach, Florida 806
Pres.—Chas. Van Wormer, 316 Comeau Bldg.
Sec.—Wm. Boston, 316 Comeau Bldg.
Jurisdiction—North to include Fort Pierce (60 miles); ten miles east; 50 miles west, including Belle Glade, South Bay and Clewiston, and south to Boca Ratona city limits.

Westville, Ill. 631
Musicians' Protective Union.
Pres.—Wm. Rippon, S. State St.
Sec.—Louis J. Koefke, 126 Wis. Ave.
Jurisdiction—Ten-mile radius, provided same does not intrude upon the jurisdiction of a local previously chartered.

Wheeling, W. Va. 142
Wheeling Musical Society.
Pres.—Nicolas von Berg, 412 S. Front St.
Sec.—H. N. Kellinger, 511 Richland Ave.
Jurisdiction—Ten miles, north, east and south, and fifteen miles west; includes Wheeling, Warwood, Triadelphia, Benwood, McMechen and Glendale, W. Va.; Rayland, Martin's Ferry, Bridgeport, Lansing, Blaine, Barton, Bellaire, Klee, Neffs, Shadyside, St. Clairsville, Ohio and the Belmont Club.

White Plains, N. Y. 473
Musicians' Protective Union.
Pres.—Raymond J. Schafer, Box 175, Valhalla, N. Y.
Sec.—Theodore Goldman, Room 9, 11 William St.
Jurisdiction—Ten miles including Hartsdale, Scarsdale, Elmsford, Silver Lake, Valhalla, and Armonk; bound on the south by Tarrytown Road east of Putnam Tracks to Knollwood Road—then bound on the south by Hartsdale Avenue to junction of Central Avenue—bound on the north, east of Putnam Tracks to the Circle at the intersection of Saw Mill River and Bronx River Parkway.

Wichita, Kansas 297
Wichita Musicians' Union.
Pres.—Duff E. Middleton, 611 S. Chautauqua.
Sec.—Leo H. Kopplin, 200 Kaufman Bldg.
Jurisdiction—Ten miles.

Wichita Falls, Texas 549
Musicians' Protective Union.
Pres.—Chas. Cook, 1508 Austin St.
Sec.—W. H. Courcier, 905 Holliday St.
Jurisdiction—Ten miles.

Wilkes-Barre, Pa. 140
Musicians' Protective Union.
Pres.—Frank Magalsky, corner First and Nesbit Sts., Larksville, Pa.
Sec.—Chas. E. Tite, 52 Carlisle St.
Jurisdiction—Pittston, West Pittston, Exeter, Plainsville, Plains, Parsons, Miners Mills, Kingston, Dorranceton, Luzerne, Edwardsville, Larksville, Plymouth, Nanticoke, West Nanticoke, Ashley, Sugar Notch, Harvey's Lake, Dallas, Trucksville, Fern Brook, Glen Summit, Fair View, Laurel Run, Bear Creek, San Souci Park, Valley View Park, Inkerman, Georgetown.

Williamsport, Pa. 761
Musicians' Protective Union.
Pres.—Elmer L. Diehl, 679 Fifth Ave.
Sec.—C. C. Crafts, 813 Hepburn St.
Jurisdiction—Twenty miles.

Willimantic, Conn. 403
Musicians' Protective Union.
Pres.—L. Gerry, Main St.
Sec.—L. J. Haggerty, Maple Ave.
Jurisdiction—Willimantic, South Windham, Colchester, Coventry, Mansfield, North Windham, Windham, Engleville, Lebanon and Warrenville, Conn.

Wilmington, Del. 311
Musicians' Protective Union.
Pres.—James A. LeFevre, 410 W. 36th St.
Sec.—Henry G. Draine, McDaniel Heights, Route No. 2.

Jurisdiction—State of Delaware and to include the Longwood estate of Pierre S. Du Pont, Chester County, Pa., and the Green Lantern Inn in Maryland near Newark, Del.

Wilmington, N. C. 619
Musicians' Protective Union.
Pres.—C. W. Morgan, Brunswick Hotel.
Sec.—C. W. Hollowbush, R. F. D. No. 1, Box 160.
Jurisdiction—Wrightsville, Carolina and Wilmington Beaches—10, 15 and 18 miles, respectively.

Windsor, Ont., Canada 566
Musicians' Union.
Pres.—T. Crowley, 327 Askin Blvd.
Sec.—S. Grose, 687 Partington Ave.
Jurisdiction—East, 22½ miles; west to Amherstbury, including Bois Blanc Island; south to Leamington, and north midway to Detroit River.

Winnipeg, Mani., Canada 190
Musicians' Mutual Protective Union.
Pres.—Edward Taylor, 486 Home St.
Sec.—D. Swailes, 843 Somerset Bldg.
Jurisdiction—North to Hudson Bay, south to International Boundary, west 28 miles, being half way to Portage La Prairie, Mani.; east 200 miles, being half way to Fort William and Port Arthur, Ont., and west to and including Brandon, Mani.

Winona, Minn. 453
Musicians' Protective Association.
Pres.—Leonard Gonyea, 66 W. 10th St.
Sec.—Dave Hamilton, Park Hotel.
Jurisdiction—Ten-mile radius, but not to intrude upon the jurisdiction of a local previously chartered.

Wisconsin Rapids, Wis. 610
Central Wisconsin Musicians' Asso.
Pres.—Emil Beck, 931 Baker St.
Sec.—M. O. Lipke, 240 12th Ave., No.
Jurisdiction—All of Wood County, including the city of Marshfield; Rozellville and the County Ballroom in Marathon County.

Woonsocket, R. I. 262
Musicians' Protective Union.
Pres.—Eugene E. Roy, 6 Main St.
Sec.—Peter F. Mullen, 509 N. Main St.
Jurisdiction—Woonsocket, Manville, Albion, North Smithfield, Smithfield, Burrville and Gloucester, R. I., and Blackstone, Millville, Uxbridge and Lake Pearl, Mass.

Wooster, Ohio 273
Musicians' Protective Union.
Pres.—Geo. Bahl, 323 N. Walnut St.
Sec.—Clifford Ruble, 242 South Bever St.
Jurisdiction—Ten miles.

Worcester, Mass. 143
Musicians' Protective Association.
Pres.—John F. McGrath, Bryn Mawr Ave., Auburn, Mass.
Sec.—L. X. Fontaine, 418 Main St.
Jurisdiction — Petersham, Hubbardston, Sterling, Princeton, West Boylston, Holden, Rutland, Barre, Dana, Hardwick, Oakham, Paxton, New Braintree, West Brookfield, North Brookfield, Brookfield, Warren, Spencer, Leicester, Auburn, Millbury, Grafton, Shrewsbury, Sutton, Northbridge, Oxford, Charlton, Sturbridge, Dudley, Douglas and Worcester, Mass., and the towns of Southbridge, Webster, Woodstock, and City of Putnam, Conn.

Yakima, Wash. 442
Musicians' Protective Association.
Pres.—L. Miller, 1103 Swan Ave.
Sec.—Leon E. Rouleau, Natl. Bank of Com.
Jurisdiction—Ten-mile radius.

Yankton, South Dakota 255
Musicians' Protective Union.
Pres.—Fred C. Fejfar, Utica, S. D.
Sec.—H. M. Tinkham, 914 Mulberry St.
Jurisdiction—A radius of thirty miles, including Tabor, Scotland, Volin and Gayville, S. D.

Yonkers, N. Y. 402
Musicians' Protective Union.
Pres.—Henry E. Woods, 331 Hawthorne Ave.
Sec.—Albert A. Walsh, 205 Roberts Ave.
Jurisdiction—Yonkers to north line of Irvington, to north line of Tarrytown Road, east of Putnam Tracks to junction of Knollwood Road—then bound on the east by Hartsdale Avenue to junction of Central Avenue and then by Central Avenue to Arsley Road—then bound on east by Bronx River south to the New York City line; including Dobbs Ferry, Irvington, Hastings and Greenville.

York, Pa. 472
Musicians' Protective Union.
Pres.—Lawrence P. Gingerich, 819 E. Philadelphia St.
Sec.—John B. Feiser, 43 North Rockburn St.
Jurisdiction — Ten-mile radius, including Spring Grove, Pa., and Green Cove Inn on the Lincoln Highway West.

Youngstown, Ohio 86
Musicians' Protective Union.
Pres.—Harry M. Dunspaugh, 1233 Elm St.
Sec.—Benj. J. Seaman, 2824 Hillman St.
Jurisdiction—Ten miles, including Yankee Lake and Craig Beach Park, but not to include Niles (five miles given to Local No. 118 of Warren, Ohio).

Youngstown, Ohio (Colored) 242
Musicians' Protective Union.
Pres.—Floyd Burke, 8 North Forrest Ave.
Sec.—Charles S. Exum, 537 North Ave.
Jurisdiction—Ten miles.

Zanesville, Ohio 54
Musicians' Protective Association.
Pres.—R. F. Cullis, 129 Forest Ave.
Sec.—Louis C. Roberts, 743 Monroe St.
Jurisdiction—Half way between Zanesville and Coshocton, north; Roseville, south; Cambridge, east; Newark, west.

ASSOCIATE CHARTER

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WEEKLY. 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Managing Editor, Harry E. Shubart; Editor, Irwin Robinson. BRANCH OFFICE: 330 W. 42nd St., New York, N. Y.; Irwin Robinson, Eastern Editor; Kenneth C. Crain, Manager. Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers.

ADVERTISING & SELLING

MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-9770. Publisher, J. H. Moore; Editor, F. C. Kendall; Managing Editor, James S. Tyler; Chicago Correspondent, Harry Hoole; Los Angeles Correspondent, Ned Brydone-Jack; Advertising Manager, Noel Breault. BRANCH OFFICES: 1370 Peoples Gas Bldg., Chicago, Ill., Harry Hoole, Western Adv. Mgr.; 319 St. James Bldg., Jacksonville, Fla., V. J. Obenauer, Representative; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view of network, agency, and sponsor. Major personnel changes and network time sales are reported periodically. Emphasis in all coverage of radio activity is on pictorial elements involved.

AIR LAW REVIEW

QUARTERLY. 100 Washington Sq., E., New York, N. Y. Phone, SPring 7-2000. Publisher, Board of Air Law Review of New York University; Editor, Prof. Alison Reppy. Contains articles of technical interest on aviation and radio law; current comment on present-day problems of air law; notes and comment on important recent decisions and legislation; bibliographical section covering check-list and index of articles on air law in legal periodicals.

ALL-WAVE RADIO

MONTHLY. 16 E. 43rd St., New York, N. Y. Phone, MUrray Hill 2-8761. Publisher, Manson Publications Corp.; Editor, M. L. Muhleman; Chicago Correspondent, C. Stimpson; Business Manager, E. W. Lederman; Advertising Manager, Sanford L. Cahn. BRANCH OFFICE: 608 So. Dearborn St., Chicago, Ill.; Charles O. Stimpson, Mid-Western Advertising Representative. Is a technical radio magazine catering to the interests of the advanced listener, the radio amateur and embryo radio amateur, the short wave listener, experimenter and set constructor. It is the official organ of the Radio Signal Survey League, an international body devoted to the improvement of radio reception and transmission throughout the world.

BELL LABORATORIES RECORD

MONTHLY. 463 West St., New York, N. Y. Phone, CHelsea 3-1000. Editor, P. B. Findley. Confines itself to the work and developments of Bell Telephone Laboratories. This publication is designed to strike a median level between the popular stories of the radio magazines and the technical presentations of the professional journals.

BELL SYSTEM TECHNICAL JOURNAL

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, American Telephone & Telegraph Co. Scientific discussions of developments in radio-telephony and broadcasting facilities.

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BOXOFFICE

WEEKLY. 551 Fifth Ave., New York, N. Y. Phone, VAnderbilt 3-7138. Publisher, Ben Shlyen; Editor-in-Chief and Associate of Ben Shlyen, Maurice Kann; N. Y. Correspondent, William Ornstein; Chicago Correspondent, Eugene Rich; Los Angeles Correspondent, Ivan Spear; Advertising Manager, J. H. Gallagher. Covering briefly all radio developments of interest to the motion picture industry.

BROADCASTING—BROADCAST ADVERTISING

SEMI-MONTHLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel; Editor, Sol Taishoff; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, Hal Tate; Los Angeles Correspondent, David Glickman; Business Manager, F. G. Taylor; Advertising Manager, F. G. Taylor. Trade journal of the broadcasting and broadcast advertising fields.

BROADCASTING BUSINESS

WEEKLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. News Editor, L. Lippmann; Managing Editor, Oswald F. Mingay; Advertising Manager, George W. Doyle. BRANCH OFFICE: 422 Lt. Collins St., Melbourne, Victoria. A trade weekly newspaper of particular interest to, and circulating among national advertisers, station advertisers, advertising agents and broadcasting stations.

BROADCASTING BUSINESS YEARBOOK

YEARLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay. BRANCH OFFICE: 422 Lt. Collins St., Melbourne, Victoria. Broadcasting Business Yearbook contains practically all the information required by those interested in broadcasting for reference purposes.

COMMUNICATIONS

MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editors, R. D. Rettenmeyer and W. W. Waltz; N. Y. Correspondent, S. R. Cowan; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields.

EDITOR AND PUBLISHER

WEEKLY. 1700 Times Bldg., New York, N. Y. Phone, BRyant 9-3052. Publisher, James W. Brown; Editor, James W. Brown; Chicago Correspondent, G. A. Brandenburg; Los Angeles Correspondent, Ken Taylor; Business Manager, J. W. Brown, Jr.; Advertising Manager, C. T. Stuart. Prints radio news of interest to the newspaper and advertising fields; news of newspaper-owned stations; station applications by newspapers; FCC rulings, etc.

ELECTRICAL AND RADIO WORLD TRADE NEWS

TRI-MONTHLY. Department of Commerce, Washington, D. C. Phone, District 2200. Editors, John H. Payne, Chief of Electrical Div.; Katherine F. Hickey, editor of "Electrical and Radio World Trade News." The material published

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MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Donald G. Fink; Assoc. Editor, Beverley Dudley; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Business Manager, H. W. Mateer; Asst. Manager, Wallace B. Blood. BRANCH OFFICES: 520 North Michigan Ave., Chicago, Ill., G. J. Seaman; 1510 Hanna Bldg., Cleveland, Ohio, Leonard P. Canty; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 883 Mission St., San Francisco, Cal., R. N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields —Design—Engineering—Manufacture.

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FOREIGN COMMUNICATION NEWS

BI-MONTHLY. Department of Commerce, Washington, D. C. Phone, District 2200. Editor, G. Stanley Shoup. Contains items concerning telegraph, telephone, cable and radio communication developments in foreign countries, including rates, operating and financial data, legislation, etc.

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2400 California St., Washington, D. C. Phone, North 3800. Publisher, Robert D. Heinl; Editor, Robert D. Heinl. There are two services, one of which goes twice each week to a number of newspapers. News service subscribed to by various radio stations.

HOLLYWOOD REPORTER

DAILY. 6713 Sunset Boulevard, Hollywood, Cal. Phone, HIllside 7411. Editor and Publisher, W. R. Wilkerson; Managing Editor, Frank Pope. BRANCH OFFICES: 229 West 42nd St., New York, N. Y., Abraham Bernstein, Manager, phone, WIsconsin 7-2470; 540 No. Michigan Ave., Chicago, Ill.; 2, Deanery Mews, Park Lane W. 1., London, England; 8 Rue de la Paix, Paris, France; Erzebet Korut 7, Budapest; Gratte Ciel, Antwerp; Pelayo 1, Barcelona; 54, Via Della Mercede, Rome; Kungsgatan 28, Stockholm; 198 Pitt St., Sydney; San Martin 501, Buenos Aires. A publication devoted to the Motion Picture industry, its allies, and radio.

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MONTHLY. 119 West 57th St., New York, N. Y. Phone, CIrcle 7-4500. News; program comment; personality lines; pictures and captions; short interviews.

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WEEKLY. 34 Court Square, Boston, Mass. Phone, Lafayette 2860. Publisher, John K. Gowen, Jr.; Editor, G. Carleton Pearl; Managing Editor, Morris Hastings; Los Angeles Correspondent, Don Logan; Business Manager, Philip N. Hobson; Advertising Manager, Joseph H. Goodman. Publishes news stories and feature articles about radio. Publication directed toward radio listeners. Seven pages devoted to advance weekly programs. Published sectionally in 14 editions. Each edition 16 pages tabloid size. Washington news covered by regular correspondent. Not primarily a fan publication, but paper to interest more serious listeners.

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MONTHLY. 113 West 57th St., New York, N. Y. Phone, CIrcle 7-0522. Publisher, John F. Majeski; Executive Editor, Oscar Thompson. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill.

MUSICAL COURIER

BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone, CIrcle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Horace Johnson; Chicago Correspondent, Rene Devries; Los Angeles Correspondent, Carl D. Kinsey. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; Roosevelt Hotel, Hollywood, Cal., Carl D. Kinsey, Representative; 1810 Commonwealth Ave., Boston, Mass., Leon Goldman, Representative; 6 Square Leon Guillot, Paris, France, Irving Schwerke, Assoc. Editor. Reviews of better class musical programs in each issue.

NAB REPORTS

WEEKLY. National Press Bldg., Washington, D. C. Phone, National 8470.

PROCEEDINGS OF I. R. E.

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Business Manager, Harold P. Westman; Advertising Manager, John D. Crawford. The Proceedings is an engineering journal publishing technical paper on radio and allied subjects. Papers are published after review by two committees and the editor. Releases and other news cannot be used, but new commercial literature of engineering interest is listed each month. (Established in 1913, the Proceedings is now 25 years old, probably the oldest of all radio engineering publications.)

PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS

MONTHLY AND QUARTERLY. 799 Broadway, New York, N. Y. Phone, STuyvesant 9-7334. Records of advertising on networks (monthly); and spot-station (quarterly).

RADIO ADVERTISING RATES AND DATA

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Vice-President and Secretary, Albert Moss; Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Radio station rates service revised and issued monthly.

RADIO ART
Combined With
BROADCAST MANAGEMENT

MONTHLY. 515 Madison Ave., New York, N. Y. Phone, PLaza 3-7156. Editor and Publisher, C. R. Tighe; Assistant Editor, Harold Winter. BRANCH OFFICES: 228 No. LaSalle, Chicago, Ill., Manager, Scott Kingwell; 407 Van Nuys Building, Los Angeles, Cal., Dr. Ralph L. Power. National publication devoted to radio advertising and merchandising.

THE RADIO BEACON

WEEKLY. 809 Bellin Bldg., Green Bay, Wis. Phone, Adams 1. Publisher, WHBY, Inc.; Editor, Alfred W. Michel; Radio Editor, Alf W. Michel; Business Manager, Val Schneider; Advertising Manager, Val Schneider. Feature schedules of radio stations which can be heard in northeastern Wisconsin; also run stories and pictures on radio personalities.

RADIO DIAL

WEEKLY. 22 East 12th St., Cincinnati, Ohio. Phone, Cherry 0710. Publisher, Wilbert Rosenthal; Editor, James A. Rosenthal; Business Manager, A. W. Mathieu; Advertising Manager, William Filger. A radio newspaper published weekly; columns by local radio authorities. News deals with actual broadcasts rather than with human interest material.

"RADIO"—"RADIO DIGEST"

"RADIO"—monthly except for Aug. and Sept.; "RADIO DIGEST" — bi-monthly. 7460 Beverly Blvd., Los Angeles, Calif. Phone, YOrk 7226. Publisher, K. V. R. Lansingh; Editor, W. W. Smith; Technical Editor, R. Dawley. BRANCH OFFICES: 17 E. 42nd St., New York, N. Y., C. W. Emerson; 3618 N. Bernard St., Chicago, Ill., C. W. Nelson. "RADIO" is devoted to technical and constructional material for amateur, experimental, and other high frequency radio; no business, entertainment, or personal content. "RADIO DIGEST" is devoted largely to reprints from magazines serving the entire radio technical field; no business, entertainment or personal content.

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DAILY. 1501 Broadway, New York, N. Y. Phone, WIsconsin 7-6336. Publisher, John W. Alicoate; Editor, Don Carle Gillette; General Manager, Don Mesereau; Chicago Correspondent, Larry Wolters; Los Angeles Correspondent, Ralph Wilk; Business Manager, Marvin Kirsch. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

RADIODIFFUSION

HALF-YEARLY. 51 Quai Wilson, Geneva, Switzerland. Phone 29.055. Publisher, Union Internationale de Radiodiffusion. "Radiodiffusion" is a magazine through which broadcasters are able to draw attention to the problems associated with the development of their services. It is in the nature of a "free tribune." The International Broadcasting Union does not necessarily support the attitudes adopted by contributors towards the problem which they discuss.

RADIO AND ELECTRICAL SALES

EVERY OTHER MONTH. 137 Wellington St., West, Toronto, Canada. Phone Waverly 2711. Publisher, Weston Wrigley; Editor Henry McCardle; Radio Editor, B. McCammon; Business Manager, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

RADIO GUIDE

WEEKLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 8850. Publisher, M. L. Annenberg; Editor, Curtis Mitchell; N. Y. Correspondent, Martin Lewis; Los Angeles Correspondent, Evans Plummer; Business Manager, Geo. d'Utassy; Advertising Manager, Saul Flaum. BRANCH OFFICES: 551 Fifth Ave., New York, N. Y.; 6715 Hollywood Blvd., Hollywood, Calif.

RADIO MIRROR

MONTHLY. 122 East 42nd St., New York, N. Y. Phone, LExington 2-9059. Publisher, Macfadden Publications, Inc.; Editor, Fred R. Sammis; Executive Editor, Ernest V. Heyn; Los Angeles Correspondent, John Leroy Johnston; Advertising Manager, Walter Hanlon. News and pictures of stars and shows; fictionization of radio serials; reprints of outstanding and important broadcasts; biographies; program listings.

RADIO RETAILER OF AUSTRALIA

WEEKLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay; Advertising Manager, George W. Doyle. BRANCH OFFICE: 422 Lt. Collins St., Melbourne, Victoria. A weekly trade newspaper covering the radio manufacturing, wholesaling and retailing industries of the Commonwealth of Australia; also includes electrical information regarding refrigerators and domestic electric appliances. News releases give personal information regarding manufacturers, retailers, etc.

RADIO REVIEW OF AUSTRALIA

MONTHLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay; Technical Editor, J. Roy Edwards; Advertising Manager, H. L. Russack. BRANCH OFFICE: 422 Lt. Collins St., Melbourne, Victoria. The editorial content covers full technical information regarding broadcasting and receiver developments in Australia and overseas, circulating to radio engineers, technicians and servicemen throughout the Commonwealth of Australia.

RADIO STARS

MONTHLY. 149 Madison Ave., New York, N. Y. Phone, MUrray Hill 4-7100. Publisher, George T. Delacorte, Jr.; Editor, Lester Grady. BRANCH OFFICES: 360 No. Michigan Ave., Chicago, Il.; Warner Bros. Theater Bldg., Hollywood, Cal. Publication devoted to fan stories and illustrations.

RADIO TODAY

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

RADIO TRADE ANNUAL

YEARLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay. BRANCH OFFICE: 422 Lt. Collins St., Melbourne, Victoria. Radio Trade Annual is a yearbook giving practically all the information required by any radio manufacturer or distributor, for reference purposes.

STANDARD RATE AND DATA SERVICE

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SERVICE

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co.; Editors, W. W. Waltz, R. D. Rettenbeyer; N. Y. Correspondent, S. R. Cowan; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio; independent radio service men and service engineers.

STAGE

MONTHLY. 50 East 42nd St., New York, N. Y. Phone, VAnderbilt 3-6886. Editor and Publisher, John Hanrahan; Radio Editor, Sidney Carroll. National publication devoted to every phase of the entertainment field.

TELECOMMUNICATIONS REPORTS

WEEKLY. 1158 National Press Bldg., Washington, D. C. Phone, District 2678. Editor, Roland C. Davies. Specialized Washington news letter on communications.

TIDE

BI-MONTHLY. 232 Madison Ave., New York, N. Y. Phone, AShland 4-3390. Editor, David Frederick; Chicago Correspondent, J. E. West; Los Angeles Correspondent, R. J. Birch; Business Manager, Frank McCullough; Advertising Manager, Frank McCullough. BRANCH OFFICES: 734 Little Bldg., Boston, Mass., Arthur F. Chapin; 360 N. Michigan Ave., Chicago, Ill., J. E. West; Keith Bldg., Cincinnati, Ohio, Harold W. Haskett; 846 South Broadway, Los Angeles, Calif., R. J. Birch. Report radio news of interest in the advertising field.

VARIETY

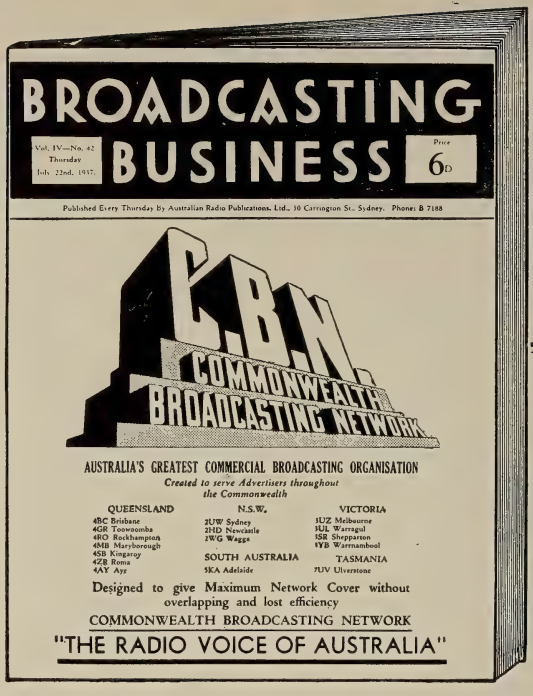
WEEKLY. 154 West 46th St., New York, N. Y. Phone, BRyant 9-8153. Publisher, Sid Silverman; Editor, Sid Silverman; Radio Editor, Bob Landry; Business Manager, Harold Erichs; Advertising Manager, Louis Rydell. BRANCH OFFICES: 54 W. Randolph St., Chicago, Ill., Hal Halperin; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

WORLD RADIO MARKETS

NON-PERIODICALLY. Department of Commerce, Washington, D. C. Phone, District 2200. John Payne, Chief Electrical Division; Editor Lawrence D. Batson. BRANCH OFFICES: District and cooperative offices of Dept. of Commerce throughout the world. General; introductory description of the market; area and population; climate and geography; sets in use: number and distributing. Selling methods: distribution; distributing. Advertising: facilities and customs. Packing and shipping. Terms and discounts: prevalent practices. Set market: demand; potentialities; sales volume. Types and preferences: cabinets, dials, number tubes, makes, power supply, climatic conditions affecting materials; representative prices. Automobile sets: use; cars registered; radio in taxicabs and buses. Parts and servicing: component required by domestic set industry; service facilities. Tubes: American types, European types, availability and representative retail prices; requirements for domestic set industry. Loudspeakers: requirements for domestic industry and for servicing. Intercommunicators: systems for interoffice communications, use, market. Battery sets and batteries: battery operated sets, prevalence; battery supply. Wind driven power supply: prevalence, wind data. Transmitters and accessories: possibilities for sale. Sources of supply: supplying countries, epecially of tubes and sets. Manufacture: domestic industry, especially for sets and tubes, etc.

WESTERN ADVERTISING

MONTHLY. 564 Market St., San Francisco, Calif. Phone, GArfield 8966. Publisher, Ramsey Oppenheim; Managing Editor, Robert Edmondson Wade, Jr.; Radio Editor, R. E. Wade, Jr.; N. Y. Correspondent, L. V. Hahl; Los Angeles Correspondent, V. W. Brown. BRANCH OFFICES: Graybar Bldg., New York, N. Y,. L. V. Hohl, N. Y. Manager; 426 S. Hill St., Los Angeles, Calif., V. M. Brown, So. Calif. Manager. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.



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compiled by Howard J. London
of the staff of Radio Daily

Radio editor list is from the "Seventh Radio Program Distribution Survey" compiled semi-annually by Howard J. London.

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ALABAMA

Birmingham News & Age-Herald: **Turner Jordan**
Birmingham Post: **James Shipley**
Mobile Press & Register: **Nell Moragues**
Mobile Times: **Carolee Borden**

ARKANSAS

Little Rock Democrat: **Harlan Hobbs**
Little Rock Gazette: **Edgar Chestnut**

CALIFORNIA

Bakersfield Californian: **Ralph F. Kreiser**
Berkeley Gazette: **Helane Peters**
Fresno Bee: **George Popovitch**
Glendale News Press: **Homer Canfield**
Hollywood Citizen-News: **Zuma Palmer**
Long Beach Press-Telegram: **C. Fulton Field**
Long Beach Sun: **Dave Lewis**
Los Angeles Examiner: **Rudolph Block, Jr.**
Los Angeles Herald & Express: **Raine Bennett**
Los Angeles News: **James Harper**
Los Angeles Times: **Dale Armstrong**
Oakland Post Enquirer: **William Holmes**
Oakland Tribune: **Jack Burroughs**
Pasadena Star News: **Reg Warren**
Sacramento Bee: **Ronald D. Scofield**
Sacramento Union: **Joseph Cullivan**
San Bernardino Sun: **Franklin K. Arthur**
San Diego Sun: **L. Van Deerlin**
San Diego Tribune & Union: **Maurice Savage**
San Francisco Call Bulletin: **Robert Hall**
San Francisco Chronicle: **Herbert Caen**
San Francisco Examiner: **Darrell Donnell**
San Francisco News: **Claude LaBelle**
San Jose Mercury Herald: **Josephine Hughston**
San Jose News: **Robert Payne**
Santa Ana Register: **Homer Canfield**
Santa Barbara News Press: **Eleanor Hayes**
Santa Monica Outlook: **Homer Canfield**

COLORADO

Denver Post: **Betty Craig**
Denver News: **Clarence Beitman**

CONNECTICUT

Bridgeport Post & Telegram: **Rocky Clark**
Bridgeport Sunday Herald: **Leo Miller**
Bridgeport Times-Star: **Frederic Thoms**
Hartford Courant: **Donald Smith**
Hartford Times: **Harold Waldo**
New Haven Journal Courier: **Stanley Veno**
New Haven Register (D): **James Malloy**
New Haven Register (S): **Colby Driessens**
Stamford Advocate: **Leonard S. Massell**
Waterbury American & Republican: **E. Christy Erk**
Waterbury Democrat: **Ray Fitzpatrick**

DELAWARE

Wilmington Journal & News: **Al Fahey**
Wilmington Star: **Henry Sholly**

DISTRICT OF COLUMBIA

Washington Herald: **Bernie Harrison**
Washington Times: **Bernie Harrison**
Washington News: **Leo Fitzgerald**
Washington Post: **Radio Editor**
Washington Star: **Chris Mathisen**

FLORIDA

Miami Herald: **Bob French**
Miami News: **W. B. Byrd**
Pensacola Journal: **Marion Gaines**
Pensacola News: **Don Hogan**

Tampa Times: **Virginia James**
Tampa Tribune: **Carl Johnson**

GEORGIA

Atlanta Constitution: **Samuel Clarke**
Atlanta Georgian & Sunday American: **Tom Ham**
Atlanta Journal: **Ernest Rogers**
Macon News: **Donald McDonald**

ILLINOIS

Chicago American: **Esther Shultz**
Chicago Herald-Examiner: **Ulmer Turner**
Chicago News: **Charles Gilchrest**
Chicago Times: **William Irvin**
Chicago Tribune: **Larry Wolters**
Elgin Courier: **Radio Editor**
Joliet Herald News: **Radio Editor**
Peoria Journal-Transcript: **R. M. Shepherdson**
Peoria Star: **Bill Oakley**
Rockford Register Republic: **Jean Conklin**
Rockford Star: **Fritz Asprooth**
Rock Island Argus: **J. W. Ramsey**
Springfield Journal: **Harry Moody and John Corrigan**

INDIANA

Evansville Courier: **Guy Bowsher**
Evansville Press: **Ed Klinger**
Fort Wayne Journal Gazette: **Chester Brouwer**
Fort Wayne News Sentinel: **Charles Kiefer**
Gary Post-Tribune: **Mr. Coons, City Editor**
Hammond Times: **Paul Damai, The Times, Calumet City, Ill.**
Indianapolis News: **Herbert Kenney, Jr.**
Indianapolis Star: **Robert Tucker**
Indianapolis Times: **John Johnson**
Kokomo Tribune: **Donald Hall**
Lafayette Journal & Courier: **Richard M. Greenwood**
Logansport Pharos - Tribune: **Allen Sauers**
South Bend News Times: **Marge Fothergill**
South Bend Tribune: **Carl Zimmerer**

IOWA

Davenport Times: **Tom O'Hern**
Davenport Democrat: **Ina Wickham**
Des Moines Register & Tribune: **Marry Little**
Dubuque Catholic Tribune: **Carl Ochs**
Dubuque Telegraph Herald & Times Journal: **Earle Sande**
Mason City Globe Gazette: **H. B. Hook**
Sioux City Journal: **Willis Forbes**

KANSAS

Coffeyville Journal: **Hugh J. Powell**
Kansas City Kansan: **C. H. Nohe**
Salina Journal: **Russell H. Siner, c/o KSAL**
Topeka Capital: **E. D. Keilmann**
Topeka State Journal: **George Hillyer**
Wichita Beacon: **S. A. Coleman**
Wichita Eagle: **Ted Noel**

KENTUCKY

Louisville Courier-Journal & Times: **Gladys Sullivan**

LOUISIANA

Baton Rouge Advocate: **A. J. Alleman**
Baton Rouge State Times: **C. P. Liter**
New Orleans Item & Tribune: **A. N. Khoury**
New Orleans States & Times Picayune: **Arline Stafford**
Shreveport Journal: **Tom Ashley**
Shreveport Times: **Jack Keasler, c/o KWKH-KTBS**

MAINE

Portland Express & Press Herald: **Mrs. Ina M. Sommerville**
Portland News: **Tim Ward**
Portland Sunday Telegram: **Harold Cram**

MARYLAND

Baltimore News-Post & Sunday American: **J. Hammond Brown**
Baltimore Sun (E): **George H. Steuart, Jr.**
Baltimore Sun (M): **E. J. Chapman**
Baltimore Sun (S): **Harry Haller**

MASSACHUSETTS

Boston American & Sunday Advertiser: **Newcombe F. Thompson**
Boston Globe: **Elizabeth L. Sullivan**
Boston Herald & Traveler: **Alice Quinlan**
Boston Post: **Howard W. Fitzpatrick**
Boston Record: **Stephen E. Fitzgibbon**
Boston Transcript: **Frederick W. Hobbs**
The Microphone: **G. Carleton Pearl**
Lynn Item: **Hazel A. Anderson**
New Bedford Standard Times: **Dean Baker**
New Bedford Sunday Standard Times: **William Clough**
Pittsfield Berkshire Evening Eagle: **K. R. Fall**
Springfield News & Republican: **Radio Editor**
Springfield Union: (M & E) **Henry P. Lewis**
Worcester Gazette & Telegram: **Mrs. Dorothy Mattison**
Worcester Post: **Edward Eaton**

MICHIGAN

Bay City Times: **Alice Zingg**
Battle Creek Inquirer-News: **Frank Lynn**
Battle Creek Moon Journal: **Ray Simmons**
Detroit Free Press: **Edgar A. Guest, Jr.**

Detroit News: **Herschel Hart**
Detroit Times: **Pat Dennis**
Flint Journal: **Arthur C. Pamerleau**
Grand Rapids Herald: **W. B. McClaran**
Grand Rapids Press: **Evelyn Kruse**
Kalamazoo Gazette: **Radio Editor**
Muskegon Chronicle: **William Bowles**
Saginaw News: **Leslie A. Wahl**

MINNESOTA

Duluth Herald: **J. T. Watts**
Duluth News Tribune: **John Benda**
Minneapolis Journal: **Ralph Zeuthen**
Minneapolis Star: **Eleanor M. Shaw**
Minneapolis Tribune: (M & E) **Phil Shipley**
St. Paul Dispatch: **Ted Peterson**
St. Paul News: **John Connor**

MISSOURI

Kansas City Journal-Post: **John Cameron Swayze**
Kansas City Star: **V. S. Batten**
Springfield News & Leader-Press: **Dick Terry**
St. Louis Globe-Democrat: **Harry La Mertha**
St. Louis Post-Dispatch: **James L. Spencer**
St. Louis Star Times: **R. Reynolds**

NEBRASKA

Lincoln Star: **Bruce Nicholl**
Omaha World-Herald: **Helen Nolan**

NEVADA

Reno Gazette: **Joe McDonald**
Reno Journal: **Nick Bourne**

NEW JERSEY

Bayonne Times: **Radio Editor**
Camden Courier: (M & E) **Doris Carey**
Elizabeth Journal: **Guy M. Chase**
Hackensack Bergen Evening Record: **Justin Gilbert**
Hoboken Jersey Observer: **H. Sullivan**
Jersey City Journal: **C. J. Ingram**
Newark Ledger: **Jack Shafer**
Newark News: **Hubert Ede**
Newark Star Eagle: **Al Mehl**
Newark Sunday Call: **Albert E. Sonn**
New Brunswick Home News: **William Baltin**
Passaic Herald News: **Carl Ek**
Paterson Call: **Seymore Greenwald**
Paterson News: **H. C. Schwartz**
Perth Amboy News: **Radio Editor**
Plainfield Courier-News: **A. Wallace Gray**
Union City Hudson Dispatch: **W. W. Ashley**

NEW YORK

Albany Knickerbocker News: **Edward J. Healy and Mary O'Neill**
Albany Times-Union: **William Lowenberg**
Binghamton Press: **George Curtis**
Binghamton Sun: **Letitia J. Lyon**
Brooklyn Citizen: **Murray Rosenberg**
Brooklyn Eagle: **William Reilly**
Buffalo Courier Express: **George Oliver**
Buffalo News: **Rod Reed**
Buffalo Times: **Don Tranter**
Elmira Gazette & Advertiser: **George Givins**
Elmira Sunday Telegram: **Donald Seeley**
Long Island Press: **Jack Shafer**
Mt. Vernon Argus: **Radio Editor**
New Rochelle Standard Star: **Radio Editor**
New York Herald Tribune: **John Bogart**
New York Journal: **J. E. Doyle and Tom Brooks**
New York Mirror: **Nick Kenny**
New York News: **Ben Gross and Sid Shalit**
New York Post: **Aaron Stein**
New York Sun: **E. L. Bragdon**
New York Times: **Orrin E. Dunlap, Jr.**
New York World-Telegram: **Alton Cook**
Judge Magazine: **Earle Ferris**
Newsdom: **John L. Springer**
Radio Guide: **Wilson Brown, Eastern Editor**
Niagara Falls Gazette: **Radio Editor**
Rochester Times-Union & Democrat & Chronicle: **Don Yerger**
Schenectady Gazette: **Ned Wintersteen**
Schenectady Union Star: **John Blaivis**
Schenectady Sunday Sun: **Editor**
Staten Island Advance: **Jack Shafer**
Syracuse Herald: **Robert M. Hoffman**
Syracuse Journal: **Ronald Graham**
Syracuse Post Standard: **Jack Baker**
Utica Observer Dispatch: **William J. McGurty**
Utica Press: **(Mrs.) J. D. Judson**
Watertown Times: **Dominic Pepp**
Yonkers Herald Statesman: **Radio Editor**

NORTH CAROLINA

Asheville Citizen & Times: **Robert B. Bingham, c/o WWNC**
Winston-Salem Twin City Sentinel: **Radio Editor**

NORTH DAKOTA

Bismarck Tribune: **William Moeller**
Fargo Forum: **Alma Riggle**

OHIO

Akron Beacon Journal: **Dorothy Doran**
Akron Times Press: **Marguerite Petran**
Ashtabula Star & Beacon: **Radio Editor**
Canton Repository: **Clifford Grass**
Cincinnati Enquirer: **Jack Rogers**
Cincinnati Post: **Paul Kennedy**
Cincinnati Times-Star: **France Raine**
Cleveland News: **Elmore Bacon**
Cleveland Plain Dealer: **Robert S. Stephan**
Cleveland Press: **Norman Siegel**
Columbia Citizen: **Virginia Lemont**

Columbus Dispatch: **Adrian Fuller**
Columbus State Journal: **Harold Eckert**
Dayton Herald: **Jack Carr**
Dayton Journal: **Dick Williams**
Dayton News: **Charles Gay, c/o WHIO**
Findlay Republican Courier: **Radio Editor**
Lima News: **Radio Editor**
Springfield News & Sun: **William Wolpert.**
Toledo Blade: **Richard Pheatt**
Toledo News-Bee: **Marie Cochran**
Toledo Times: **Mitchell Woodbury**
Youngstown Vindicator: **(Mrs.) Marion C. McDonald**

OKLAHOMA

Ada News-Times: **W. D. Little**
Ardmore Ardmorite: **Albert Riesen**
Oklahoma City News: **Ned Chew**
Oklahoma City Oklahoman & Times: **Noel Huston**
Shawnee News & Star: **Maxine Eddy c/o KGFF**
Tulsa Tribune: **Kenneth Johnston**
Tulsa World: **Harry La Ferte**

OREGON

Portland Journal: **Lawrence Gilbertson**
Portland Oregonian: **William Moyes**
Portland News Telegram: **Edward Volk**

PENNSYLVANIA

Allentown Call & Chronicle News: **Radio Editor**
Erie Dispatch Herald: **A. J. White**
Erie Times: **Charles Wells**
Hanover Sun: **Radio Editor**
Harrisburg News: **Jean Dodge**
Harrisburg Telegraph: **Dick Redmond**
Norristown Times Herald: **F. J. McCarthy**
Philadelphia Bulletin: **Elmer Cull**
Philadelphia Evening Public Ledger: **George Opp**
Philadelphia Inquirer: **Frank Rosen**
Philadelphia News: **Miss Guinan**
Philadelphia Record: **Joseph Grafton**
Pittsburgh Post Gazette: **Darrell Martin**
Pittsburgh Press: **S. H. Steinhauser**
Pittsburgh Sun Telegraph: **Zora Unkovitch**
Pottsville Journal: **Radio Editor**
Pottsville Republican: **Radio Editor**
Scranton Republican: **Arch A. Arthur**
Scranton Scrantonian: **Alex Thompson**
Scranton Times: **Radio Editor**
Sharon Herald: **H. W. Eyman**
West Chester Local News: **Radio Editor**
York Gazette: **Radio Editor**

RHODE ISLAND

Providence Bulletin & Journal: **S. Greene**
Providence News Tribune: **John Minkens**
Pawtucket Times: **S. Sprague**

SOUTH CAROLINA

Greenville News: **Dan Crosland**
Greenville Piedmont: **(Mrs.) Wm. P. Barton**

TENNESSEE

Chattanooga Times: **Radio Editor**
Chattanooga News: **Thankful Evereth**
Chattanooga Free Press: **Ralph Sanders**
Knoxville Journal: **Kyle C. Moore**
Knoxville News Sentinel: **B. F. Henry, Jr.**
Memphis Commercial Appeal: **Robert Gray**
Memphis Press Scimitar: **Robert Johnson**
Nashville Banner: **Earl S. Rogers**
Nashville Tennessean: **W. W. Kingsbury**

TEXAS

Corpus Christi Caller & Times: **James Troy Moore**
Dallas News & Journal: **John Rosenfield**
Dallas Times Herald: **Douglas Hawley**
Dallas Dispatch: **Charles Kelly**
Fort Worth Press: **Lee Roy Manuel**
Fort Worth Star Telegram: **(M & E) Bill Potts**
Houston Chronicle: **Mildred Stockard**
Houston Post: **Edith Riley**
Houston Press. **Tony Triola**
San Antonio Express: **A. W. Grant, Managing Editor**
San Antonio Light: **Renwicke Carey**
San Antonio News: **A. W. Walliser**
Wichita Falls Record-News: **W. L. Underwood**
Wichita Falls Times: **Louis T. Hamlett**

VIRGINIA

Norfolk Ledger Dispatch: **Charles Hoofnagle**
Norfolk Virginian-Pilot: **Harry Pace**
Richmond News Leader: **Elizabeth Copeland**
Richmond Times Dispatch: **Norman B. Rowe**
Roanoke Times: **Phillip Price**
Roanoke World News: **Wallace Davis**

WASHINGTON

Seattle Post Intelligencer: **Eddie Mitchell**
Seattle Times: **Richard Williams**
Seattle Star: **Helen DeVoe**
Spokane Chronicle: **Woffard Conrad**
Spokane Press: **Dave Dryden**
Spokane Spokesman Review: **John d'Urbal**
Tacoma News Tribune: **Paul Anderson**
Tacoma Times: **Jane Mottau**

WISCONSIN

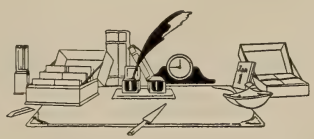
Madison Capital Times: **K. F. Schmitt**
Madison State Journal: **Roy Matson**
Milwaukee Journal: **Edgar A. Thompson**
Milwaukee Leader: **Radio Editor**
Milwaukee News & Sentinel: **Athlyn Deshais**
Racine Journal Times: **Kent Owen**
Superior Telegram: **Seegar Swanson**

TERRITORY OF HAWAII

Honolulu Advertiser: **Henry Dougherty**
Honolulu Star-Bulletin: **Paul Findeisen**

YOUR RADIO LIBRARY

A comprehensive and important selection of books on Radio and Television, together with listings of informative literature published and available through National Broadcasting Company, Columbia Broadcasting System and Mutual Broadcasting System.



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Making the Program.

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Names Make News.

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For All Good Sports.

The Good New Summertime.

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This Fight Should Have Been Broadcast.

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1937 in RADIO

the year in headlines from Radio Daily

Feb. 9—RADIO DAILY Makes Bow.
Investigation of Broadcasting Monopoly by Congressional Committee Will Be Speeded, Says Connery.

Feb. 10—No Radio-Film Scrap, Says Paley.

Feb. 11—NBC and CBS Officials Discuss Rate Card Versus Account Method of Billing.

Feb. 15—NBC Biz at Record High as January Billings Top Year Ago by 32 Per Cent.

Feb. 16—"Hands Off" Policy in Organizing Radio Talent Adopted by American Federation of Actors.

Feb. 17—Women's National Radio Committee Plans Best Radio Awards.

Feb. 18—Clash on Dickstein Bill to Curb Alien Talent in Hearing Before Congressional Committee.

Feb. 19—Parley to Stamp out Bribery of Radio Talent by Music Industry Set by Federal Trade Commission for March 3.

Feb. 23—Independent Broadcasters Going After $2,500,000 Advertising Spent in Country Weeklies

Feb. 24—Hollywood Will Surpass New York as Center for Radio Artists, Predicts Don Gilman of NBC.
Adult Serial Dramas Voted Most Popular Day Programs.

Feb. 25—A. T. & T. Seeks Patent Control of Communication Developments.

Feb. 26—Five-Year License Bill for Broadcasting Stations Introduced in Congress.

Mar. 1—Chevrolet Resuming WBS Spot Series Campaign with 380 Stations.

Mar. 2—P. & G. Adds 5 NBC Shows, Bringing Total to 19 on NBC Network Exclusively.
Warner Bros. Report Ownership of 65% of Voting Stock of Transamerican to S. E. C.

Mar. 3—WOR Revises Its Policy to Permit 50-Word Live Commercial Announcements During Day.

Mar. 4—Music Publishers Agree Tentatively on Code to End Bribery of Radio Artists.

Mar. 5—Mrs. Roosevelt Signs for 13 Programs Sponsored by Ponds Over NBC-Blue Network.

Mar. 8—Webs Report Increase in February Business Over Last Year.

Mar. 9—Mutual Adds 10 Stations to Net.

Mar. 10—Baseball Broadcasts to Be Sponsored Cooperatively by Socony-Vacuum and General Mills Via Local Stations.

Mar. 11—NBC Farm Survey Shows Radio Profitable.
Commercial Radio Invades New Zealand.

Mar. 12—Connery Asks Congress for Radio Probe on Monopolistic Practices.
FCC to Reopen Investigation of Alleged Irregularities.
68% of NBC Sponsored Mail Drawn by Daytime Programs.

Mar. 15—"Lucky Strike" Directs Campaign at Woman Clientele Over CBS.
NBC Disk Business Up 113% Last Month.

Mar. 16—Charges of Partiality in Radio Talks on Court Issue Denied by Networks.

Mar. 17—Congressional Probe to Curb Network and Newspaper Expansion in Radio Proposed.
WHN Set As New York Outlet in WLW's Eastern Hookup.

Mar. 18—NBC Seeks Better Press Break From Newspaper-Affiliated Stations.

Mar. 19—Special News Service Via Short Wave for Smaller Stations Inaugurated by INS.

Mar. 22—NBC and CBS Engineers to Start on 40-Hour Week Before September.

Mar. 23—Ken Dyke Joins NBC as Eastern Sales Head Effective April 1st.
Revised Music Code Submitted to Federal Trade Commission.

Mar. 24—Re-Sale of Station Licenses Is Attacked at House Hearing.
State Control of Radio Asked in Georgia Bill.

Mar. 25—CBS Stockholders Approve Two-for-One Share Split-Up.

Mar. 26—Foreign Radio Going Commercial, May Swing to American Methods.

Mar. 29—Radio Blamed for Anti-ASCAP Legislation.

Mar. 30—A. & P. Slaps at Radio for Barring Anti-Chain Tax Talks in Pennsylvania.

April 1—4 Awards to CBS, 2 to NBC by Women's National Radio Committee.
Jack Howard is President of Continental Radio.

April 2—CBS Sets Chrysler Building for Television Site.
CBS Contracts for $500,000 Studio and Transmitter in San Francisco.

April 5—Music Publishers Lift Restrictions on Credits for Film Songs on Sustaining Programs.

April 6—ASCAP Revises Setup With Mills As Administrative Committee Chairman and Paine As General Manager.
Television Field Tests From Empire State Building Are Resumed By RCA.
Ford Motor Switches Programs to CBS Exclusively.

April 7—Television Requires Advertising Sponsorship Because of High Cost, Says Sarnoff.

April 8—NAB Convention Set for Chicago.
Dickstein Alien Actors Bill Tabled for This Session of Congress.

April 9—5-Language News Programs Now Available to Stations Thru Newly-Organized Van Cronkhite Associates.
Kate Smith Gets New Sponsor For Fall.

April 12—NAB Seeks License Fee Refund Paid Warner Bros. Music Firm During Withdrawal From ASCAP.

April 13—Supreme Court Decision Expected to Spur Radio Unionizing.
Radio and Music Men Oppose Duffy Bill For U. S. Entry in International Copyright Convention.

April 14—New Firm To Sell ET Programs Thru 29 Regional Exchanges.
Wattage Tax on Stations Proposed By Commissioner Payne.

April 15—Government Rushes Wattage Tax Bill For Introduction in House.
CBS Predict 2 Million Increase in Home Sets.

April 16—Chesterfield to Do Daily Baseball Summaries on 60 CBS Stations.
CIO Moves To Organize Technicians in Radio Field.

April 19—WLW Line Gets Under Way With 18 Shows Reported Set.

April 20—WJBK Sues To Compel Western Union To Furnish Baseball Scores.
General Mills Places Three-Hour Daily Show Over WMCA.

April 21—Major League Baseball Debut Sets Daytime Record.

April 22—Press-Radio Agreement Between Newspapers and Networks Is Renewed for Year.
Mutual To Add 8 Atlantic Seaboard Stations in September.

April 23—ANPA, Approves Radio Report Without Question.
Year's Exports of Radio Sets Establishes All-Time Record.

April 26—Borden Launches Extensive N. E. Campaign on Yankee Web.

April 27—ARNEW Drops Press Association Men in Executive Committee Revision.

April 28—NBC Announces Five-Day Week for Announcers, Producers and Sound Men.
NBC and WOR Expand in Custom Recording Field.

April 29—CBS Joins Five-Day Week.

April 30—WOR Announces 40-Hour Week and Increase in Staff.
Film Exhibitors Seek To Eliminate Radio-Film Competition.

May 3—Advertising Activity Is Continuing Its Increase, Eckhardt Tells AAAA Convention.

May 4—RCA Net Profit for Quarter Is Up 43%.
Mutual Announces First Commercial Show Originating on Coast.

May 5—CBS, Mutual and NBC Announce April Gross Revenue Increases.

May 6—Hollywood Made Western Headquarters of NBC.

May 7—NAB Reports Business Increases With Independents Showing Greatest Gain.

May 10—Radio Scoops Newspapers in Hindenburg Disaster.
Radio Engineers Open 25th Annual Meeting.

May 11—Court Reverses $115,968 Damage Award on "Aunt Jemima" Trade Mark Priority.

May 12—Coronation Broadcast Creates World Record Network.
$1,500,000 in Soviet Orders For RCA Radio and Television.

May 13—RCA Announces Development of Enlarged Television Screen.
Coronation Broadcast Sets Record For Longest International Airing.

May 14—FCC To Report on Wattage Tax Bill Before House Committee.
Nebraska Passes Anti-ASCAP Bill.

May 17—Networks Fight For Exclusive Airing of Important Special Events.
CBS Experiments With Pre-Television Series.

May 18—Songwriters Ask Administration of ET Fees After June 1st.
Cantor Signs with Texaco for Six Years.

May 19—Chevrolet Drops 40 Stations In Protest at Rate Increase.
Music Publishers Confer on Songwriters' ET Demands.

May 20—Research Expert To Represent NAB At Meeting of A.N.A. And A.A.A.A.

May 21—Commercial Visual Broadcasting at Least Two Years Off, Says Sarnoff.
A. F. of L. Moves to Keep CIO Out of Radio.
FCC Disclaims Authority in Query On Newspaper Ownership of Radio Stations.

May 24—NBC Coast Employees Form Company Union.

May 25—Social Security Interpretation Causes Headache in Radio.

New Sponsor Is Being Sought For Amos 'n' Andy Next Year.

May 26—CIO Files Complaint With Labor Board Charging WHN With Wagner Act Violation.
Two 50,000-Watters Planned in Canada.

May 27—Ford Universal Rhythm Program Replaces Ford Sunday Evening Hour.

May 28—Union Signs WABC-CBS in 5-Year Agreement Including 40-Hour Week and Wage Increases.
WHK-WJAY Offers Advertisers Merchandising-Survey Service.

June 1—Van Cronkhite Absorbs Roesler & Howard Inc. Foreign Language Radio Reps.

June 2—NBC Classifies Sustaining Artists in Social Security Step.

June 3—CIO Plans Air Campaign in Coast-to-Coast Drive.

June 4—P & G Renews Eight NBC Programs.
FCC Opposes Five-Year License Bill.
NAB Proposes Membership by Individual Stations.

June 7—New Ideas in ET Programs To Be Shown at NAB Meeting.

June 8—Mason-Dixon Station Group Seeks Transfer of Control.
CBS Calls Stock for Two-for-One Exchange.

June 9—Radio Set Sales Up 17%.

June 10—Civic Groups Plan Educational Airing on Networks.

June 11—Transradio Settles Suit Against Networks and Press.
Hearst Radio Signs Transamerican Deal.

June 14—Guild Negotiates 40-Hour Week and Pay Boost at WMCA.

June 15—AFM to Curb ET Programs.
American Sponsors Increase Foreign Radio Time.

June 16—ASCAP and AFM Join in Anti-Disk War.
Don Lee Net Plans New Hollywood Studios.

June 17—Radio Probe Receives Setback by Death of Congressman Connery.

June 18—RCA to Erect Radio-Television Studios at N. Y. World's Fair.
Social Security Board Rules Sponsor to Pay Tax For Musicians.

June 21—NAB Chicago Convention Opens With Record Registration.
Transradio Press Plans Expansion Program.
WABC Engineers Vote CIO Unit Affiliation.

June 22—Music Situation Features NAB Convention Issues.

June 23—John Elmer Elected NAB President.
Independent Broadcasters Re-elect Edward A. Allen.
Petrillo Predicts Nationwide ET Curbs.

June 24—Program Manpower Poor, Says Pryor Before NAB.
George Slocum Elected AFA President.

June 25—Mutual To Expand Service and Territory.
Canada To Increase Broadcasting Hours.

June 28—Classical Music Programs Show 100% Increase.

June 29—NBC Signs Dr. Angell of Yale as Radio Education Counselor.
Local Pressure Stops Shift of Frisco Shows to Hollywood.

June 30—Radio Set Sales 25% over 1936 Peak.
AGRAP Seeks to Organize All Skilled Radio Employees.
Hearst Radio Takes Larger Quarter With Sales Doubled.

July 1—NBC Adds 10 Stations in South.
Balanced Program Plan To Be Enforced By WWJ.

July 2—Radio Business Curtailed By CIO Strikes.
WGAR Adopts Five-Day Week.

July 6—Network Gains Continue.

July 7—AFL-CIO Fight Over WHN Sent To Labor Board.

July 8—New Probe Bill Is Filed By Senator White.
Campbell Soup To Sponsor Amos 'n' Andy.

July 9—Drama Trend Is Spreading.

July 12—Summer Business Indicates No More Seasonal Lull.

July 13—AFM Invites Disk Men to Parley.

July 14—Atlantic Refining Co. To Use 64 Stations in Football Broadcasts.
Equity Organizes in ET Fight.

July 15—FCC Fate Again in Doubt.

July 16—Banks Plan Full Hour Program on NBC.

July 19—Seven New CBS Shows For Fall Indicate Record Gross.
News Programs Headed For New High In Fall.

July 20—Extensive Schedules For Fall Spot Business.

July 21—CBS And Mutual Continue to Sign Fall Business.
Radio Pays Its Tribute To Marconi.

July 22—New High In ET Shows.

July 23—Less Drastic Proposals For Regulating Transcriptions Offered By Clark Wilson.

July 26—Sykes Appointed Temporary FCC Chairman.
Equity Aims To Unionize All Radio Talent.

July 27—AFM-ET Parleys Begin.
Television Patents Pooled By Farnsworth and A. T. & T.

July 28—New Radio-Talent Union Planned By Actors Equity.
Anti-ASCAP Bill Vetoed By Michigan Governor.

July 29—Singers and Actors To Have Separate Councils in New Radio Union.

July 30—AFM Makes 14 Demands for ET Regulation.
CBS and NBC Engineers Get 40-Hour Week and Pay Increase.

Aug. 2—NEA Service Enters Radio Field. To Supply Stations With Program Material.

AFM Gives Stations Until September 16 To Meet Demands.
Television Jurisdiction Is Reserved By Equity.
CBS Morning Sales Gain 136 Per Cent For First Six Months.

Aug. 3—CBS and NBC Continue Gross Gains For Summer Business.
RCA Second Quarter Net Tops 1936 By $1,927,240.

Aug. 4—ARTA (CIO) To Extend Scope To Embrace Entire Radio Field.
Radio Artists Approve Constitution of AFL Unit.

Aug. 5—Buick Signs Louis-Farr Match For Exclusive Airing Over NBC.

Aug. 6—ASCAP-AFM Tieup Is Off; Working Agreement Likely.
158 Fall Football Games Set By Atlantic Refining.

Aug. 9—Networks Start Lining Up Affiliates To Meet Union Situation.

Aug. 10—FTC Approves Music Publishers' Petition for Trade Practice Setup.
NAB Charges Unfairness in Tactics Used By AFM.

Aug. 11—WLW Line Is Expanded To Chicago and Detroit.
Individual Parleys With Station Executives Being Held By AFM On the ET Situation.

Aug. 12—More Extensive Lists of Stations Being Used By Large Time Buyers On CBS.
Senate Committee Approves Broadcasting Inquiry.

Aug. 13—Government Looks Cold On ASCAP Anti-Trust Suit.

Aug. 16—WOR Signs Guild Terms Granting Announcers and Producers Wage Increases and Hour Reductions.
Indiana Broadcasters Form Organization.

Aug. 17—Cantor Elected President Of Radio Union.

Aug. 18—McNinch Drafted From Power Commission To Head FCC.
Increased Listener Interest Shown In Cooperative Analysis.
CBS Quizzes Stations On AFM Situation.

Aug. 19—Senator White Still Wants Radio Probe Despite McNinch Appointment.
Recordings Are Broadcast Over NBC Nets From Abroad.

Aug. 20—Independent Stations Organize For AFM Parleys.
Standards Are Advocated In Radio News-Announcing.

Aug. 23—NAB Reports 28.7 Per Cent Increase In Broadcast Advertising For First Half of Year.
CBS Appoints Television Program Director.

Aug. 24—Independent Station Parley Picks Committee To Deal With AFM.

Aug. 25—Independent Broadcasters Prepare Counter-Proposal For AFM.

Aug. 26—Independent Broadcasters Committee Seeks AFM Harmony.
CIO Union Is Upheld In WHN Controversy.
Injunction Is Sought To Stop Transradio Airing of Louis-Farr Fight.

Aug. 27—AFM Will Strike Only At Stations On "Unfair List."
CBS Engineers Perfect Concealed Mike System.
Virginia Broadcasters Complete Organization.
14 New Links, 10 Power Boosts, Reflect CBS Expansion in 1937.

Aug. 30—McNinch Assigns 5 Lawyers To Check-up FCC.

Aug. 31—Ford Drops World Series Option in Retrenchment Policy.
Court Enjoins Transradio From Broadcasting Fight.

Sept. 1—Network Affiliates Propose Cutting of Sustaining Costs By Nets To Pay Musicians.

Sept. 2—CBS Gross Leaps 58 Per Cent For August.

Sept. 3—Chrysler Renews Bowes Program.

Sept. 7—50 Script Programs From Chicago Seen As Offset To AFM.
Wilson and Hagedorn Merge As Station Representatives.

Sept. 9—Networks Seek New World Series Sponsor.
New Standard Contract Form Issued By Song Writers Association.

Sept. 10—"Time" Switches To NBC.
Theatres On Coast Experiment With Radio On Movie Bill.

Sept. 14—NAB Calls Parley On AFM.
Kendall B. McClure of WOAI Elected President of ARNEW.
Nebraska Anti-ASCAP Law Termed Unconstitutional.

Sept. 15—Networks And Affiliates Meet AFM.

Sept. 16—News Programs For Fall Set Record On NBC Web.
RCA Will Build $1,000,000 Addition.
New Florida Network Seeks More Stations.

Sept. 17—Standard AFM Provisions Set.
CBS Six-Month Earnings Show 25 Per Cent Increase.
KSTP Calls Conference On Educational Programs.

Sept. 20—AFM Strike Threat Looms Again.
McNinch Delays Taking Over FCC Post.

Sept. 21—Legion Convention Jams Radio Routine.
AFM Executive Committee Awaits Draft of Contract Form By Rosenbaum.
Quaker Network Gets First Commercial Series.

Sept. 22—CBS Invades New England With Addition of WNBX.

Sept. 23—J. Walter Thompson Producing 50 Weekly Programs Abroad.
ASCAP Gross Revenue Higher Than In 1936.

Sept. 24—NBC Experiments With Outdoor Television.
WMCA Signs Lease For Larger Quarters.

Sept. 27—Chamber Of Commerce Opposes Management Regulation Of Broadcasters.

Sept. 28—Networks In Deadlock With AFM.
Columbia Artists Inc., Expands Talent Management Activities.

Sept. 29—Chevrolet Spot Campaign Lists Over 200 Stations.
Jell-O Contracts NBC Time Up To Middle Of 1940.

Sept. 30—NBC Goes On 5-Day Week For All Owned and Affiliated Stations.

Oct. 1—World Series As Sustaining on Three Networks.
Seven Applications Granted By FCC For Radio Facsimile.
Nationwide Organizing Being Deferred By CIO.

Oct. 4—CBS And Canadian Networks Join in First Commercial Broadcast.
WLW Line Organizes Mid-Western Group.

Oct. 5—Music Publishers Adopt Fair Trade Rules.
Michigan Broadcasters Organize With James F. Hopkins As President.

Oct. 6—NBC And Mutual Billings For September Under Last Year.
Western Broadcasters Back Departmentalizing of NAB.

Oct. 7—Record List of 320 Stations Broadcast World Series.

Oct. 8—Key Stations and AFM Reach Terms on Extra Sums for Staff Musicians.

Oct. 11—Frank Braucher Named v.p. in Charge of Sales at WOR.

Oct. 12—NAB Convention Opens at Waldorf-Astoria.
NBC Symphony to Air on Red and Blue Nets Starting Nov. 13.

Oct. 13—NAB Convention Invites Radio Probe; Plans Reorganization, With Increase in Dues.

Oct. 14—Independent Broadcasters Assured of Help from NAB In AFM Deals.

Oct. 15—FCC Merges Broadcast, Telephone and Telegraph Units.
WHN Becomes Third NBC Commercial Outlet in New York.
RCA demonstrates Television on 3x4 Screen.

Oct. 18—Elliott Roosevelt Directs Hearst Coast Stations.
FCC Sees Television Long Way Off.

Oct. 20—FCC Disqualifies Commissioner Payne From Sitting at Hearings in Action Against Attorneys Paul Segal and George Smith.
House Rules Committee Favors Radio Probe.

Oct. 21—IRNA-AFM in Trade Pact; Final Draft in Preparation.

Oct. 22—ET and Phonograph Record Men Meet with AFM; Tentative Committee Named by Disk Men.

Oct. 25—Educators Postpone Demand for Evening Radio Periods, Pending Decision on Government Radio Probe.
FTC Read 470,376 Commercial Scripts in Year Ended June 30.

Oct. 26—Output and Sale of Radio Sets Slackens After Topping 1936 Peak in July. Estimate 9,000,000-Set Year.

Oct. 27—AFM Suddenly Decides to License Disk Men Under 15-Point Plan.
George Trendle, Pres. of Mich. Radio Network, Urges War on Film Gossipers of Radio.
Frank E. Mason, NBC v.p. in Charge of Station Relations, Becomes Personal Assistant to Lenox B. Lohr, Pres. Wm. S. Hedges Gets Station Relations Post.

Oct. 28—Paul B. West Elected President of A.N.A.

Nov. 1—Start Construction on New NBC Coast Plant.
James D. Shouse, g.m., KMOX, St. Louis, Quits to Join Crosley in Former Hedges Post.

Nov. 2—World-Wide Broadcasting Co. Bids for Proposed Government Pan-American Station; NBC Also After Station.
AFM Orders Disbanding of New Arrangers' Guild.

Nov. 3—NBC October Gross Revenue Shows Gain of 9.8 Per Cent.

Nov. 4—CBS Gross for First 10 Months of Year Totals $23,339,801.
Warner Bros. to Stop Supplying Radio Scripts of Its Films to Small Stations.

Nov. 5—Gen. Electric Seeks Construction Permits for New Television Stations in Schenectady.
NBC in Chicago Balks at Signing AFM Pact; New York Stations Demur.

Nov. 8—WMFG and WHLB, Minn., Added to CBS.
RCA Declares First Common Dividend of 20 Cents A Share.

Nov. 9—ARTA Blames Toscanini Engagement for NBC Dismissals.

Nov. 10—Bulova Plans Record of 140 Stations for Time Signals.
Allocation of Funds to be Spent by Independently Owned Network Affiliates for Hiring of Musicians Approved by Executive Committee of AFM.

Nov. 11—Make First Shipment of Ascap List of 25,000 Song Titles Most Used in Radio.
Coaxial Cable Termed Satisfactory in Tests by Bell Telephone.

Nov. 12—Cleanup Campaign for Juvenile Radio Programs to be Launched by Commissioner Payne.
Warner Bros.-Lucky Strike Show Starts on NBC Dec. 1.
McNinch Calls for FCC Cleanup.

Nov. 15—FCC Hearings Open to All, McNinch Says.
McClatchy In Control of California Radio System.

Nov. 16—Nebraska Ascap Law Enjoined.

Nov. 17—Transamerican Dropping St. Louis, Chicago, Detroit Lines.
KTSM, El Paso, Joining NBC Network.

Nov. 18—RKO Readies Full-Hour Program with Milton Berle to Head Cast.
NBC-Chicago Activity Reaches All-Time High.
Frequency Zones Fixed by Havana Committee.
General Mills to Double Baseball Stations in 1938.
7 Oklahoma Stations Sign with ARTA.

Nov. 19—Radio Sales to Britain Up Sharply Since 1929.
John Swallow Named NBC Coast Program Manager.
United Broadcast Sales and All-Canada Broadcasting Merged Into All-Canada Radio Facilities Ltd.

Nov. 22—8 Stations in New Mohawk Web.
Bill Bacher Quits as MGM-Maxwell Producer; Louis K. Sidney of WHN Takes Over.

Nov. 24—MPPA Opposed to Deal with SESAC on Rights.
Atlas Radio Corp. Completes Releasing Plan for ETs.

Nov. 26—Congress Favors Postponing Radio Probe to Give FCC Chairman McNinch Chance to Set Things Right.
Adam Hat Stores Buy NBC Fight Broadcasts.

Nov. 29—O. B. Hanson, William S. Hedges and Mark Woods Made NBC Vice-Presidents.

Nov. 30—National Conference on Educational Broadcasting, Chicago, Hears Plea by Merill Denison, Author-Critic, for Radio Leadership.
Westinghouse Seeks 2 More 50,000-Watters.

Dec. 1—FCC Rapped at Chicago Educational Parley.
McNinch Will Rotate FCC Commissioners.
More Sponsors Going After Baseball.

Dec. 2—Wrigley Adding Sunday Program.
Payne Blames Broadcasters for Radio Muddle.

Dec. 3—CBS November Billings Up 9.2 Per Cent.
A. L. Alexander Returns to the Air.
Pillsbury Replacing "Today's Children."

Dec. 6—Ruthrauff & Ryan Agency Appoints Drama Advisor.
Gov't and Institutions Making Listener Survey.
Paley's Talked Placed in Congressional Record.

Dec. 7—Segal Suspended by FCC—Smith Charges Dismissed.
Two WLLH Transmitters Synchronized.
Appeals Court Upholds 5 FCC Decisions.

Dec. 8—Frank Gillmore Quits as Equity President.
Paul Raymer to Represent Michigan Radio Network.

Dec. 9—Songwriters Suing Publishers.
Jell-O Adds 23 Canadian Stations, Boosting Network to 108.

Dec. 10—Music Code Tentatively Approved by FTC.
KGAR in Tucson Joining CBS.
Kate Smith Sued by Vaughn DeLeath on "First Lady" Title.

Dec. 11—Warner Bros. Acquiring Control of Muzak.

Dec. 13—Warners Buying Control of Muzak Seen As Step Toward Television.

Dec. 14—Continental Radio Press Inc. Plans Telephone News Service in News-Transmission Experiment with Press Wireless Inc.
Treaty Is Agreed Upon at First Inter-American Radio Conference at Havana; Ten Channels Added to Waveband; Border Stations to be Curbed.

Dec. 15—International Broadcasts Increase in 1937, with NBC Sending 1,434 Programs Abroad in First 10 Months of Year Compared to 184 in 1936; CBS Aired 290.

Dec. 16—J. Walter Thompson Co. assumes blame for Mae West "Adam and Eve" skit which caused furore; NBC President Lohr asks to share responsibility. NBC networks added 41 stations during year; 143 new total.

Dec. 18—U. S. and Canada name delegations to International Radio Conference at Cairo.

Dec. 21—FCC asks NBC for transcription and complete information on Mae West skit.
Emile J. Gough resigns as president and general manager of Hearst Radio.

Dec. 22—Mutual had 66 commercials in 1937, compared to four when network started in 1934.

Dec. 24—Fortune Magazine survey shows radio as nation's No. 1 pastime.

Dec. 27—Commercials to come from New York World's Fair. Radio Probe is Pledged by strong House bloc. Washington circles scoff at radio czar idea.

Dec. 28—Elliott Roosevelt Heads Hearst Radio.
Westinghouse transfers radio end to Baltimore. Don Searle succeeds John M. Henry as Central States Broadcasting Co. general manager. U. S. Circuit Court of Appeals scores FCC on permit denial.

Dec. 29—More commercials to come from Chicago. Tentative wage scale approved by AFRA. Press-Radio seeking increase in rates.
WBS transcriptions up 20 per cent in year.

Dec. 30—Government control bill looms. John VanCronkhite quits VCA to join INS.

Dec. 31—Anti-Freelance rule passed by Local 802, AFM. Chicago broadcasters see bright outlook for 1938.

RADIO--a history
1912--1937

from the Radio Division, Department of Commerce, Washington, D. C. 1912-1930. From 1930 to 1937 by Radio Daily staff.

1912. F. A. Kolster, of the Bureau of Standards, invented and developed the Kolster decremeter, which is used to make direct measurements of wave length and logarithmic decrement. This instrument has been used by the radio service of the Department of Commerce since it was invented.

In February the Marconi Co. procured the patents of Bellini and Tosi, including those for the wireless direction finder.

On February 9 the Australian Commonwealth station was opened.

On April 15 the steamship "Titanic," on her maiden voyage, struck an iceberg and sank, but owing to the prompt wireless call for assistance the lives of more than 700 of her passengers were saved.

The International Radiotelegraphic Conference opened in London on June 4 and approved important regulations to have uniformity of practice in wireless telegraph services. On July 5 the International Radiotelegraphic Convention was signed at London.

July 23: Act approved by the United States Government extending act of June 24, 1910, to cover cargo vessels and requiring auxiliary source of power, efficient communication between the radio room and the bridge, and two or more skilled radio operators in charge of the apparatus on certain passenger-carrying vessels.

August 13: Act approved by the United States Government licensing radio operators and transmitting stations.

During this year the Governments of France and the United States experimented between the Eiffel Tower station and Washington by wireless to procure data for comparing the velocity of electromagnetic waves with that of light.

On October 11 the "Volturno" was burned in mid-Atlantic, and in response to the wireless appeal 10 vessels came to the rescue, 521 lives being saved.

November 12: Safety at Sea Conference held in London. At this conference the use of radio received appropriate consideration.

On November 24 the first practical trials with wireless apparatus on trains were made on a train belonging to the Delaware, Lackawanna & Western Railroad.

The station at Macquerie Island was the means of keeping Doctor Mauson, the Australian explorer, in touch with the outer world. Radio dispatches were published in a small journal which was established, called the Adelle Blizzard.

High-powered transoceanic stations were completed at Carnarvon, Wales, Belman, Honolulu, and San Francisco during the autumn of 1914. The Honolulu-San Francisco stations were opened to public service September 24. The Tuckerton-Eilvese and Sayville-Nauen stations were in operation about this time.

Most of these stations made use of the latest developments in the art, using undamped and long waves as produced by the Poulsen arc and the radio-frequency alternator.

On October 6 E. H. Armstrong was issued a patent covering the regenerative circuit also known as the feed-back and the self-heterodyne circuit.

During 1914 and 1915 the United States Navy duplexed its principal shore stations in order that these stations could communicate with ships and with each other simultaneously.

1915. During this year F. A. Kolster, of the Bureau of Standards, developed a radio compass said to be more effective than that which was being used.

April 1: Service was established between the station at Wahiawa, Oahu, Hawaii, and the United States naval station at Tutuila, Samoa Islands, a distance of 2,400 miles.

On May 12, in Battery Park, New York City, the mayor unveiled the monument in memory of wireless operators who had lost their lives at the post of duty.

On July 27 wireless communication between the United States and Japan was effected. Two terminal stations were located at San Francisco and Funabashi, near Tokyo, and the messages were relayed through Honolulu.

On July 28 the American Telephone & Telegraph Co., working in conjunction with the Western Electric Co., succeeded in telephoning the wireless across the American Continent from Arlington to Hawaii, a distance of nearly 5,000 miles.

On October 26 the wireless telephone experiments were continued, communication being effected across the Atlantic from Arlington to the Eiffel Tower, Paris.

During this year ship service was greatly improved through the installation of new equipment, embodying features of great practical value, by various operating companies. Efficient emergency radio transmitters came into wider use owing considerably to the efforts of the radio service of the Department of Commerce and its refusal to pass inefficient equipment.

1916. During the course of a severe blizzard in the United States during February wireless telegraphy was extensively used for train dispatching, as the telegraph wires were down.

The determination of the difference in longitude between Paris and Washington with the aid of radio which had been in progress since October, 1913, was completed during May, the result, expressed in terms of time, being 5 hours 17 minutes 35.67 seconds, and has a probable accuracy of the order of 0.01 second.

The initiation of the newly established trans-Pacific wireless service between the United States and Japan was celebrated on November 5 by an interchange of messages between the Mikado and President Wilson.

1917. June 2 marked the "coming of age" of wireless telegraphy in England; that is, that 21 years had elapsed since the registration of patent 12039 in 1896.

1918. The trend of progress toward continuous-wave communication as distinct from that by damped waves was very marked during this year, a particular impetus being given by the continued development of the electron tube as an efficient receiver and generator of undamped oscillations. Steady improvement was also evident in the arc form of generator which was installed in many new high-power stations.

Wireless telephony also progressed to a marked extent, particularly in the direction of reliability and increase of range, due mainly to the development of valve generators and receivers.

In the equipment of aircraft with wireless great progress was made, both in radiotelegraphy and radiotelephony.

In April a high-power station was opened at Stavanger, Norway, for the use of the Norwegian Government. The station communicates with the United States.

In the Argentine the erection of a station destined for direct communication with the North American Continent was commenced in the vicinity of Buenos Aires.

On July 31 the United States Government took over all wireless land stations in the United States, with the exception of certain high-power stations, which remained under the control of commercial companies.

On September 22 messages transmitted from Carnarvon were received in Sydney, 12,000 miles away. Cable confirmations of these messages were sent forward at the same time, but were received some hours later than the corresponding radiotelegrams.

At the end of the year a high-power station, erected by the United States Government, was opened at Croix d'Hins, near Bordeaux.

1919. The successful trans-Atlantic flights of Alcock and Brown, of the American "NC4" and of the British dirigible "R34" during the summer of the year focused attention upon the application of radio for aviation purposes and its great value for aerial navigation.

In February a Spanish decree was issued to the effect that all sailing vessels of 500 tons or over and carrying 50 or more passengers must be equipped with wireless apparatus.

On June 30, 1919, there were 2,312 ship stations of the United States, having increased from 1,478 on June 30, 1918. At this time new ship stations were increasing at the rate of 100 a month. This increase was due to the great number of vessels built during the war period.

During the year the Radio Corporation took over the radio interests of the American Marconi Co.

The war-time ban on private and experimental wireless stations was removed.

1920. The steady development of continuous-wave wireless work was continued during the year and some further progress made in the commercial application of tube apparatus.

1921. Experiments were carried out in France with successful results in the application of Baudot and similar high-speed telegraph apparatus to radio work.

The progress made in amateur and experimental wireless is exemplified by the attempts made in February and December of this year to effect communication on short-wave lengths between the wireless amateurs of the United States and Great Britain. The first attempt was unsuccessful, but during the second test signals from many American amateur stations were heard both by British radio amateurs and by the representative of the American Radio Relay League who was sent over for the tests. The signals were also heard in Holland.

The American Radio Relay League held its first annual convention in Chicago, August 30–September 3, at which many thousands of amateurs of the United States were present.

The first licenses for broadcasting stations in the United States were issued in September of this year.

New York radio central station opened on Long Island.

1922. During this year broadcasting stations increased rapidly in keeping with the great interest taken in the art.

First Annual Radio Conference held in Washington, D. C., February 27.

On June 7 E. H. Armstrong read a paper before the Institute of Radio Engineers on some recent developments by him of regenerative circuits. Professor Armstrong was granted a patent for the superregenerative circuit.

Experiments in radiotelephony from ship to shore were conducted during this year. In tests from the steamship "America" it was proved possible to communicate with land telephone stations more than 400 miles distant from the ship.

1923. On March 2 L. A. Hazeltine, of Stevens Institute of Technology, presented a paper before the Radio Club of America on tuned radiofrequency amplification with neutralization of capacity coupling. Professor Hazeltine was granted a patent for the nonradiating neutrodyne receiver.

On March 4 the Cleveland, Ohio (KDPM), station of the Westinghouse Electric & Manufacturing Co. successfully repeated short waves from the East Pittsburgh, Pa. (KDKA), station for the first time in history.

Second Annual Radio Conference held in Washington, D. C., March 20.

The Marconi Co. made a tender, which was accepted, for the erection of a transmitting station in Australia of a power of 1,000 kilowatts with 20 steel masts, 800 feet high. Corresponding stations were to be provided in England and Canada. The receiving arrangements would permit simultaneous reception from five stations.

The construction of a large radio station in a valley between the Herzogstand and the Stein, two of the foothills in the Bavarian Alps, was undertaken. The aerial will be suspended by wire cables stretched between the tops of the two hills, the aerial wires being suspended from these cables.

The increase in traffic on some of the large liners of the Atlantic route led to the installation of apparatus for high-speed automatic transmission and reception on several lines.

Successful tests on wireless-controlled airplanes were carried out at the Etampes Aerodrome in France. Flights were made without a pilot. Flights were also made with a pilot using a gyroscope stabilizer and special steering motors which could be controlled from the ground.

The International Commission for Aerial Navigation agreed, as a general principle, that all aircraft engaged in public transport must carry radio apparatus.

The General Electric Co. developed a tube capable of delivering 20 kilowatts of high-frequency energy to an aerial. Using six of these tubes in parallel with 15,000 volts on the anode, a current of 310 amperes in an Alexanderson multiple-tuned aerial was obtained. A tube of the magnetron type was developed by the same company capable of giving 1,000 kilowatts at 20,000 cycles with an efficiency of 70 per cent.

Great progress was made during the year in the development of vacuum tubes.

Short waves were used to greater advantage than heretofore.

The McMillan expedition to the polar regions had radio as their only means of direct communication. Using low power and short waves, their vessel, "Bowdoin," communicated with several stations in the United States while they were frozen in thousands of miles away. Broadcasting concerts from United States stations were heard during the long dark nights of the Arctic Zone.

During the year foreign countries became interested in radiotelephone broadcasting. Broadcasting in the United States heard in England. British programs were also heard in the United States.

On December 31, East Pittsburgh, Pa. (KDKA), transmitted a program to Great Britain on a short wave.

1924. The high-power station at Monte-Grande, Argentina, was opened in January for direct communication with New York, Paris, and Berlin. The service will be extended to Great Britain when a corresponding transmitting station is available. The power of the station is 800 kilowatts, the aerial being carried on 10 masts, each 690 feet high. The receiving station is at Villa Eliza, 30 kilometers from Buenos Aires, the actual control being effected from a central office in Buenos Aires.

On February 5 a radio program broadcasted in the United States from the East Pittsburgh, Pa. (KDKA), station of the Westinghouse Electric & Manufacturing Co. was received and rebroadcast in England for the benefit of English stations.

On February 23 a concert broadcast by the same station and relayed from London, England, was heard clearly in Calcutta, India.

In July an agreement was concluded between the British Government and the Marconi Wireless Telegraph Co. (Ltd.) for the construction of a wireless station on the beam system, capable of communicating with Canada and of being extended to India, South Africa, and Australia, the transmitting station to have an input of at least 20 kilowatts and the receiving station to have an aerial designed to focus the received waves within an angle of 30°.

The short-wave direction system of radiotelegraphy and the results obtained in tests made on it were described in a lecture before the royal Society of Arts, in July by Senatore Marconi.

During the period from August 5 to September 24 the East Pittsburgh, Pa. (KDKA), station maintained communication with the ship "Arctic" while on its expedition to the Arctic regions. Upon the ship's return it was reported that messages sent on short waves by the East Pittsburgh station were received at Cape Sabine within 11° of the North Pole. This is the farthest north radio messages have been received.

Third National Radio Conference held in Washington, D. C., October 6.

On October 11 signals from the East Pittsburgh station were successfully repeated from a station in Cape Town, Africa.

An expedition from the United States, under the leadership of Hamilton Rice, which will explore the Amazon and Orinoco Rivers in Brazil and Venezuela, in the interest of geographical sciences in general, will have radio as their only means of communication.

A wireless lighthouse has been set up on an island in the Firth of Forth, Scotland. Wireless waves are concentrated by reflectors into a beam which can be sent 100 miles, giving ships their position in a fog.

1925. Considerable progress was made during 1925 in working with short waves. Several transoceanic stations are working foreign stations at great distances on wave lengths varying from 22 to 103 meters.

In an experiment between the Hastings (Nebr.) station and the East Pittsburgh (Pa.) station the Westinghouse Electric & Manufacturing Co. demonstrated that a 64-meter wave could be picked up, and by placing it on a short transmission line to the transmitting station, increasing the strength of the signals to their original power or greater, if necessary, the amplified wave could be transmitted onward. This experiment shows that repeater stations can be constructed in different parts of the world and be fairly certain of transmitting a strong signal.

A number of short-wave transmissions were made by East Pittsburgh (KDKA) transmitting to South Africa and Australia.

During July programs were broadcast to the American naval fleet in Australian waters.

The practical use of the telephone and radio for the transmission of photographs was more clearly demonstrated during the year.

Broadcasting programs from airplanes was done in a few instances.

The General Electric Co., the Radio Corporation of America, and the Westinghouse Electric & Manufacturing Co. conducted experiments in broadcasting, using as high as 50 kilowatts.

The Department of Commerce placed in commission a "radio test car" which is equipped with an assortment of radio instruments used in conducting tests and investigations.

The Fourth National Radio Conference was held in Washington, D. C., November 9, 1925.

The Radio Corporation of America began the operation of a high-powered broadcasting station at Bound Brook, N. J., for transmission of programs to Europe. This station is equipped so as to use as high as 50 kilowatts.

One of the large electrical companies conducted experiments to determine the characteristics and peculiarities inherent in the piezo crystals. Several stations are now using this quartz crystal to maintain a constant frequency which eliminates to a great extent the "beat notes" resulting from two stations heterodyning at an audio-frequency. The radio-inspection service of this department has been supplied with these crystals to insure accuracy in frequency or wave-length measurements.

1926. During this year directional or beam transmission developed to a point where it may now be considered as practical for commercial usage.

The use of quartz plates for maintaining constant frequency or radio transmitters advanced considerably during the year.

Successful radiotelephone experiments were conducted between New York and London. This service will be used commercially in the near future. With the development of transmitting pictures by radio it is now practical to transmit weather maps to vessels at sea.

The single-dial receiver came into greater use for reception of programs from broadcasting stations.

Commercial pictoradiogram services are now in operation between New York and London and between San Francisco and Hawaii.

On July 8 the Attorney General of the United States rendered a decision to the effect that the Secretary of Commerce has no jurisdiction as to the wave length, with the exception of the band between 600 and 1,600 meters reserved for Government stations, or the power used by commercial stations, including broadcasting stations.

Radiotelephone was used for the first time in directing the filming of a naval scene, off the coast of California, for a photoplay.

During the year successful development of a wireless system for controlling fog signals from unattended lighthouses and beacons marked a great advance on the automatic or semiautomatic systems for starting and stopping acetylene fog-signal gun by wireless impulses.

Successful experiments of synchronizing two or more stations in order that simultaneous operation on the same wave length without interference may be accomplished were conducted by the Westinghouse Electric & Manufacturing Co. during the year.

1927. Transatlantic radiophone service opened to the public on January 7.

Radio act of 1927 passed February 23, creating the Federal Radio Commission.

On April 7 the experimental radio station of the Bell Telephone laboratory at Whippany, N. J. (3XN), was successfully used in a public demonstration of television; the facial expression and voice of Secretary of Commerce Hoover could be seen and heard in New York distinctly and at the same time.

Radio was used by the airplane "America" on June 29 for the first time by an airplane in crossing the Atlantic Ocean from the United States to France.

International Radio Telegraph Conference held at Washington, D. C., October 4 to November 25.

As a result of experiments conducted during the past two years on methods of synchronization broadcasting stations WBZ at Springfield, Mass., and WBZA at Boston, Mass., owned by the Westinghouse Electric & Manufacturing Co., are now being regularly operated simultaneously in absolute synchronism, the wave length of the transmitter at the Boston station being automatically controlled by the Springfield transmitter so that any variation at Springfield will create a similar variation at Boston, assuring absolute synchronism at all times during the operation of these stations.

Experiments are now being conducted for the sychronization of two or more transmitters by radio control instead of by wire as in the case of the two stations referred to.

The U. S. S. "Kittery," experimenting with a radio compass during hurricane weather, found that the intensity of static may be useful in detecting and locating storms at a considerable distance.

The experimental station of the General Electric Co. at Schenectady, N. Y., call signal 2XAG, in experiments used a vacuum tube of 100,000 watts power.

The Department of Commerce began the installation of directional radio-beacons for use in aviation. Two-way communication experiments between plane and ground carried on with considerable success.

1928. January: Commander A. Hoyt Taylor, United States Navy, was awarded the Morris Liebman memorial medal by the Institute of Radio Engineers for research in short-wave phenomena during the previous year.

February 8: A successful television demonstration was carried on during the night between station 2KZ in London, England, and amateur station 2CVJ in Hartsdale, N. Y.

March 7: A successful ship-to-shore television test was conducted from a London (England) station with the steamer "Berengaria."

March 28: Amendment to the radio act of 1927 approved.

June 27: A 2-way short-wave radio circuit was first used commercially for telephony between America and Europe. The short-wave circuit supplements the long-wave circuit which was opened for commercial service during 1927.

September 11: Station WGY, Schenectady, N. Y., was the first station to broadcast a play by television. The play, a 1-act drama, entitled "The Queen's Messenger," was broadcast during the afternoon and again in the evening.

November 1: 2-way telephone communication established between Sydney, Australia, and Schenectady, N. Y., a distance of 10,000 miles.

November 6: In broadcasting the returns of the presidential election the National Broadcasting Co. had 59 stations throughout the United States connected into a single network, and the Columbia Broadcasting System had 26 stations connected in another network.

November 26: The trans-atlantic radiophone service between North America and Europe was extended to another continent—Africa—by the establishment of service to Ceuta, Spanish Morocco.

December: Commander Richard Byrd, on a scientific expedition in the Antarctic, operated a radio station, located farther south than any station heretofore, to keep in touch with civilization. Programs of the short-wave relay broadcasting station of the East Pittsburgh (Pa.) station of the Westinghouse Electric & Manufacturing Co. were received by the station.

At one time during the political campaign 106 broadcasting stations in the United States were connected into a single network by means of approximately 25,000 miles of telephone circuits together with about 48,000 miles of telegraph circuits for program coordination and auxiliary communication.

During the year radio apparatus was used to detect mineral deposits in the United States.

Amateur and commercial stations were used to great advantage through lack of other means of communication during the Florida and Porto Rico storms.

The use of receiving sets operated by house current and dynamic loud speakers came into greater use during the year.

The General Electric Co. developed a vacuum tube, 5 inches in diameter and about 2 feet long. It is operated as a self-excited oscillator on a wave length of 6 meters and is capable of radiating from 10 to 15 kilowatts of high-frequency power—probably fifty times as much as any short-wave tube has heretofore been able to radiate.

1929. January 21: Conference held at Ottawa, Canada, for the purpose of allocating certain high-frequency channels for the use of Canada, Cuba, Mexico, Newfoundland, Central American countries, and the United States.

March 4: The inauguration of President Hoover and Vice President Curtis, in Washington, was carried to 118 radio broadcasting stations in all parts of the United States, making the occasion the largest chain broadcast which has ever occurred. More than 30,000 miles of wire telephone program circuit were employed. Several high-frequency stations also transmitted the ceremonies primarily for the benefit of listeners in foreign countries.

April 16: International Safety of Life at Sea Conference held at London, England (April 16 to May 31).

May 1: There was a demonstration of 2-way telephone communication between an airplane in flight and telephones connected to the ordinary land telephone lines. Reporters of the New York metropolitan press flying in an airplane of the Bell telephone laboratories over northern New Jersey conversed with the men at the city desks of their respective newspapers in New York.

May 6–7: A number of outstanding achievements in radio communication were made during the year in keeping the Byrd Antarctic Expedition in touch with civilization. On May 6 at 5 p. m., or 2 a. m. the next day at Greenland, the short-wave telephone station of the Byrd Expedition at Little America, Antarctic, communicated with the meteorological station of the University of Michigan at Mount Evans, Greenland, a distance of about 12,000 miles, on 34 meters. The signals were sufficiently strong at Little America that a loud speaker was used in receiving.

Programs during the year were regularly transmitted by a short-wave experimental station of the Westinghouse Electric & Manufacturing Co. at East Pittsburgh, Pa., on 25 meters to the Byrd Antarctic Expedition, a distance of approximately 11,000 miles.

Steamship "City of New York" (WFBT) of the Byrd Expedition relayed communications from a portable station regularly to the station of the New York Times located in New York City.

The plane "Stars and Stripes," flying at about 3,000 feet above Commander Byrd's base, Little America, transmitted messages on 34 meters, using 50 watts power, to the New York Times station.

Station KDKA, East Pittsburgh, Pa., during the past three years has been broadcasting on schedule to the Royal Canadian Mounted Police post at Bache Peninsula, Ellesmereland, northwest of Etah, Greenland, located in approximately 75° west, 78° 30′ north (10½° from the North Pole). This, according to reports, is the farthest north that regular broadcast progams have been received.

June 1: On June 1 and December 1 the third and fourth trans-Atlantic radio-telephone circuits were put into operation between New York and London. This results in there being now in service one long-wave and three short-wave circuits. On the American side the short-wave transmitting station is located at Lawrenceville, N. J., and the receiving station at Netcong, N. J.

During the year further extensions of the trans-Atlantic telephone service were made by wire to other points and countries in Europe, including extensions to the cities of Milan, Turin, and Genoa in Italy, and to the entire telephone system of Czechoslovakia.

June 27: A demonstration of television in color was given by the Bell telephone laboratories. Much of the apparatus employed was essentially the same as that used in the 1-color demonstration of April, 1927. Three channels were used for the transmission of the signals, one for each of the fundamental colors—red, green, and blue. While transmission with this system may be by either wire or radio, transmission on the occasion of the demonstration of June 27 was by three pairs of wires.

September 19: The first meeting of technical consultative committee of the International Radiotelegraph Convention, Washington, 1927, was held at The Hague.

October: Work began on Department of Commerce (radio division) Grand Island, Nebr., Central Monitoring Station, secondary stations being placed in each radio district and on six radio-test cars.

November 18: An earthquake in the bed of the North Atlantic Ocean snapped 12 cables and from that time until the end of the year a greatly increased proportion of the trans-Atlantic communications were handled by radio.

December 8: Telephone service was inaugurated between land telephone lines and the S. S. "Leviathan." The shore transmitting and receiving stations are located on the New Jersey coast and each is connected by wire to the long-distance telephone operating building in New York. The radio link between the ship and shore utilizes high frequencies (short waves). Here connections between the telephone subscribers on land and those with whom they converse on the S. S. "Leviathan" are handled as in the cases of telephone calls to various foreign points, such as Cuba, Mexico, and Europe.

During the year there was continued growth in chain broadcasting. On September 1 about 34,000 miles of telephone circuit were in use for program transmission. One hundred and fifty-two broadcasting stations were provided with regular connections.

December 18: Radio act placing Federal Radio Commission on permanent basis approved.

Screen-grid tubes for radio receivers came into use during the year.

During the year the Riverhead, Long Island, receiving station of the Radio Corporation of America Communications (Inc.) picked up short-wave programs of foreign stations for rebroadcasting by regular broadcasting chains.

1930. April 3: Radiotelephone service between North America and South America was opened to the public. This service now interconnects 20,000,000 telephones in the United States as well as all telephones in Cuba and all the principal points in Mexico and Canada with the subscribers reached by the telephone networks in Argentina, Chile, and Uruguay. The connection is made by means of a short-wave radio circuit covering a distance of 5,300 miles. The transmitting station in North America is located near Lawrenceville, N. J., and the corresponding station in South America is located near Buenos Aires.

April 27: A radiotelephone conversation lasting 15 minutes was carried on between a train running at 84 miles an hour between Toronto and Montreal, Canada, and London, England. The system broadcasts the voice from train to carrier-current telegraph wires which parallel the track, and vice versa. From these wires it is carried to pick-up stations and then transferred to the telephone office at Kingston, Canada, where it is placed on regular long-distance telephone circuits. Connections from the train are made by an operator stationed on the train. Connections outside are made by placing calls with the long-distance telephone operator.

October 27: Regular commercial radiotelephone service between North America and Australia was inaugurated on this date. The service is provided through the linking together in England of the radiotelephone circuits from New York to London and from London to Sydney. A call over this system from Los Angeles by way of New York and London to Sydney covers a total distance estimated at about 21,000 miles.

During the year trans-Atlantic radiotelephone service was extended through the provision of connections to a number of additional points in Europe. These extensions

include practically the whole of northern Italy, the city of Rome, Vatican City, the cities of Warsaw, Poland, and Helsingfors, Finland, and the cities of Memel and Kovno, Lithuania. Service is now given to practically the entire telephone network of western Europe.

During the year ship-to-shore radiotelephone service in addition to being available to the steamship "Leviathan" was extended to the "Majestic," "Olympic," "Homeric," and "Belgenland." This service is given through shore transmitting and receiving stations located at Ocean Gate and Forked River, N. J., respectively. Through connections with the land telephone system, this service is available not only to all points in this country but to most of the cities of Cuba, Canada, and Mexico. Similar telephone service to the continent of Europe is available to passengers on these vessels through stations at Rugby and Baldock, England.

Television was employed for the first time as part of a regular performance in a theater, the television images being transmitted by radio from a studio located about 1 mile from the theater.

The active images of the performers were reproduced upon a screen 6 by 7½ feet and were readily visible to those seated in the back rows of the balcony. The light impulses were transmitted on a wave length of 140 meters, and were accompanied by voice and sound effects. This increase in area of the projected image from the previous size of about 14 inches square to an area equivalent to about one-fourth that of the standard motion-picture screen was rendered possible by the introduction in the projection optical train of a light valve operating on the principle of altering the direction of polarization of a beam of polarized light by passing the beam from an electrostatic field. This light valve thus renders possible the use of more powerful rays of light than have heretofore been practicable in television projection.

A television picture which had traveled approximately 20,000 miles through space was received with a fair degree of accuracy, thereby establishing a distance record for television reception. The picture, a rectangular design in black on a white card, was transmitted by the short-wave station, W2XAF (31.48 meters) at Schenectady, N. Y., received in Sydney, Australia, by station VK2ME, rebroadcast by that section on 28.8 meters, and received back in Schenectady in about an eighth of a second.

The United States now leads the world in radio communication with circuits spanning every ocean and touching every continent on the globe.

During the year diversity in reception was improved upon. The method, as now used to a great extent and which is growing, is accomplished by the erection of three antennæ spaced approximately 1,000 feet apart. Observations over a long period have shown that the strength of the received signal varies considerably within a radius of 2,000 feet and while the radio impulse at one of three antennæ may be faint, the other two will be clear and strong. By connecting the three antennæ with a central receiver a signal of uniform strength representing the composite level of the three antennæ is obtained.

Experimental fascimile transmissions conducted during the year indicate the possibility that eventually a complete daily newspaper may be transmitted by this system of radio.

International broadcasting gained impetus during the year through the address of King George of England opening the London Naval Conference, the achievement of linking the World Power Conference in Berlin with the National Electric Light Association Convention in San Francisco by addresses broadcast from San Francisco, Berlin, London, and Orange, N. J., and the broadcast of the ceremonies connected with the exchange of ratifications of the London Naval Treaty.

In developing synchronization of two or more stations operating on the same frequency without causing interference to each other, broadcasting station WTIC in Hartford, Conn., and WEAF in New York, N. Y., were granted authority to carry on this form of transmission. Station WBAL in Baltimore, Md., and WJZ in New York, N. Y., were also authorized to synchronize.

At the close of 1930, nearly 200 stations were embraced in the broadcasting networks of the National and Columbia chains. The length of permanent program telephone circuits used for this purpose was about 34,500 miles.

1931. January 1: Premier Mussolini is heard in America for first time when he speaks at dedication of Rome's new short wave station.

January 11: Caesium photo-electric cells were introduced to clarify television images.

February 12: Pope Pius is heard in United States for first time over HVJ, new Papal short wave station.

March 31: 18 cm. Micro-Rays used in transmission between Dover and Calais.

April 26: W2XCR, New York, began operating as a television station.

June 3: English Derby, Epsom Downs, televised for the first time by John L. Baird.

June 15: Empire State Building selected as site for television station by RCA. Ultra-short waves to be featured.

July 21: W2XAB, experimental television station, opened by CBS in New York.

September 24: U. A. Sanabria, using a 10-foot screen, demonstrated television at Radio Electrical World's Fair in New York.

December 12: 15 nations participated in tribute to Marconi on thirtieth anniversary of first transatlantic signal.

December 25: Combined NBC Red and Blue networks broadcast direct from the stage of the Metropolitan Opera for first time.

1932. January: NBC broadcasts for the first time from a war zone when Floyd Gibbons broadcasts happenings in Manchuria.

February: Radio gives world-wide coverage to Olympic Games for first time.

May 23: Cuba links together 4 stations to form first network.

June: Republican and Democratic conventions covered by record radio networks.

December 1: Ribbon, or Velocity mike, is placed in use by NBC.

December 10: First radio program ever rebroadcast from Java is heard in U. S.

1933. March 4: Record amount of stations carry 7-hour broadcast of inauguration of President Roosevelt.

April 4: Dirigible Akron crash is covered by network mobile units demonstrating the value of units for special event coverage.

November 11: NBC studios in Rockefeller Center dedicated.

November 20: Broadcast stations successfully maintained two-way communication with U. S. Army stratosphere balloon with listeners able to tune in conversations.

1934. May 1: WLW, Cincinnati, begins operation on 500,000 power watts.

July 11: Federal Communications Commission organized to succeed Federal Radio Commission.

October 2: Mutual Broadcasting System begins operation with hook-up, consisting of WOR. WGN, WLW and WXYZ.

October 9: Supreme Court of United States upholds Dr. Lee de Forest as inventor of regenerative or "Feed-back" circuit.

1935. February 1: Television Committee of British Government suggested England establish television as a public service immediately.

March 11: Anning S. Prall appointed chairman of FCC.

April 25: Giant world-wide radio hook-up pays homage to Marconi on his 61st birthday.

May 7: RCA announces plans to spend $1,000,000 for field television tests.

June 1: MBS begins interchange of programs with Canadian Broadcasting Company.

July 1: MBS joins Proprietary Drug Association.

August: NBC stages most extensive field broadcast hook-up in radio history at army maneuvers.

October 1: MBS opens first radio playhouse in New York.

October 1: WGN opens new $500,000 studios.

October 2: Three major networks cover World Series for first time as a whole.

September 29: CKLW joins MBS.

December 7: NBC studios in Hollywood dedicated.

December 18: Federal Radio Education Committee, consisting of 40 members, is named by FCC to co-ordinate educational and cultural broadcasting.

December 27: Lenox Riley Lohr elected president of NBC.

1936. January 1: MBS gross billings for past year total $1,000,000.

February 26: Hearst adds to radio holdings with purchase of four additional stations.

March 1: First television wire circuit, called a "see-line," links Berlin and Leipzig.

March 11: Prall reappointed FCC Chairman by President Roosevelt.

March 19: CBS purchases KNX, Hollywood, for $1,300,000.

June 27: President Macfarlane announces MBS to go coast-to-coast, affiliating with Don Lee network on coast.

June 31: NBC announces combined Red and Blue network of 101 stations.

July 1: Colonial Network becomes affiliated with MBS.

August 28: Iowa network, Central Broadcasting System, and three stations become affiliated with MBS.

November 15: NBC celebrates tenth anniversary.

December 11: Abdication of King Edward heard over what is believed to have been the largest radio hook-up ever made.

December 29: MBS goes coast-to-coast.

THE EDUCATIONAL AND CULTURAL SIDE



Culture

The soul is plastic, and a person who every day looks upon a beautiful picture, reads a page from some good book, and hears a beautiful piece of music will soon become a transformed person—one born again.

—JOHN RUSKIN.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As of January 10th, 1938

Call	*Institution*	*Address*	*Director*
KFDY	S. Dak. State College	Brookings, S. D.	S. W. Jones
KFJM	Univ. of N. Dakota	Grand Forks, N. D.	D. R. Jenkins
KFKU	Univ. of Kansas	Lawrence, Kansas	Harold G. Ingham
KFUO	Concordia Theol. Semy.	St. Louis, Mo.	Herman H. Hohenstein
KOAC	Oregon State College	Corvallis, Oregon	Luke L. Roberts
KUSD	Univ. of S. Dakota	Vermillion, S. D.	B. B. Brackett
KWSC	State College of Wash.	Pullman, Wash.	Kenneth E. Yeend
WBAA	Purdue University	Lafayette, Ind.	Clarence E. Dammon
WCAL	St. Olaf College	Northfield, Minn.	M. C. Jensen
WCAT	S. Dakota School of Mines	Rapid City, S. D.	C. M. Rowe
WESG	Cornell University	Ithaca, N. Y.	Wilmer S. Phillip
WEW	St. Louis University	St. Louis, Mo.	Richard W. Cross, Jr.
WHA	Univ. of Wisconsin	Madison, Wis.	H. B. McCarty
WHAZ	Rensselaer Poly.	Troy, New York	W. J. Williams
WILL	Univ. of Illinois	Urbana, Ill.	Jos. F. Wright
WNAD	Oklahoma University	Norman, Okla.	T. H. Beaird
WOI	Iowa State College	Ames, Iowa	W. I. Griffith
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgy
WRUF	Univ. of Florida	Gainesville, Fla.	Garland Powell
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WSUI	State Univ. of Iowa	Iowa City, Iowa	Carl Menzer
WTAW	Texas A. & M. College	College Station, Tex.	Eugene P. Humbert
WIXAL	World Wide Broadcasting Foundation	Boston, Mass.	Walter S. Lemmon
	Cleveland College	Cleveland, Ohio	Gazella P. Shepherd (Mrs.)
	University of Kentucky	Lexington, Ky.	Elmer G. Sulzer
	Western State College	Kalamazoo, Mich.	W. G. Marburger

Trends of

RADIO and TELEVISION

and

NATIONAL POLICY

as outlined by

T. A. M. CRAVEN

Chief Engineer, Federal Communications Commission

The interesting information that follows is the governmental viewpoint from the subcommittee on Technology to the National Resources Committee of which Harold L. Ickes, Secretary of the Interior, is Chairman.

The development of broadcasting is very closely associated with the economic, political, and social history of the past 15 years. The system, methods of operation, and means of financing operations as they exist in the United States today should be considered as the almost inevitable result of the growth of an instrumentality for directly serving the public in a democracy where initiative and freedom of speech are fundamental.

EARLY RADIO

The transmission of intelligence without the aid of wires by means of so-called "wireless telegraphy" was an accomplished fact in 1900, and the human voice was transmitted by radio on various occasions subsequent to 1911. It was not until 1920, however, that regular programs were broadcast for the reception of the general public. By March 1, 1922, there were 60 broadcast stations licensed and in operation in the United States.

Because of inadequate legislation, the industry had fallen into a state of chaos before 1927 as the then existing law (Radio Act of 1912) did not give the Secretary of Commerce (who was charged with the enforcement of the Act) sufficient authority to designate the frequencies, locations, and power of broadcast stations. Licenses had to be issued to all applicants without regard to ability to render service or construct and operate satisfactory equipment. As a result of this situation, by 1923 there were 573 stations and the peak was reached early in 1927 when there were 732 stations in operation.

Coincident with the growth in the number of stations was the increasing number of receivers in the hands of the general public. In February 1922 the Secretary of Commerce released the following statement: "The Department estimates that today over 600,000 persons possess wireless telephone receiving sets, whereas there were less than 50,000 such sets a year ago." It was estimated that by 1927 the number of receiving sets had grown to 6,500,000.

The invention making broadcasting possible and providing the foundation on which practically all forms of communication rest today was the three-element vacuum tube invented by Dr. Lee DeForest in 1906. It was intensively developed during the war for use in radio equipment for military communications and these tubes further perfected made possible the first broadcast transmitters and were used in part of the receivers.

TECHNICAL ADVANCES

Matching strides with the increase in the number of stations and receivers were improvements in transmitter design and increases in station power. The first transmitters were very crude affairs when compared with those in use at the present time. The power output was low, the frequency unstable, and the percentage of modulation below that now considered necessary to make the best

use of the power. In 1922 the majority of transmitters were of 100 watts power or less and few exceeded 500 watts power. Microphones and speech amplifier equipment were such that the transmitted signal was of relatively poor quality. As the need for better quality programs increased, broadcasters realized that the equipment in use did not transmit a signal which sounded natural when received and there was a continual improvement in the standards of equipment used. It was also found possible to increase the transmitter power without sacrificing the quality of the signals transmitted.

RECEIVERS

In step with the development in transmitters was the continued improvement in receivers. The first receivers were small affairs using either a crystal detector or an "audion tube" and reception was only obbtained through the use of headphones. When tubes were used numerous batteries were required. Within a few years receiver engineers were able to place in the hands of the public instruments which employed several tubes and operated small loud speakers. These receivers gave poor quality of reproduction judged by today's standards; they required numerous unsightly and inconvenient batteries, were not selective and were frequently rather temperamental and difficult to operate. About 1924 "B eliminators," which replaced part of the receiver batteries and drew their power from the house lighting circuit, were introduced. With the advent of the first entirely alternating-current operated receiver in 1925, the industry was given a great impetus toward a wider market. Today the broadcast receiver is a standardized piece of equipment which is manufactured in specially equipped plants and assembled on a production line similar to those developed in the automobile industry. The present receiver is so simple to operate that a child can easily tune in programs. The quality of reproduction is such that with the best high fidelity receivers it is very difficult to discern the difference between the received program and the original rendition in the studio.

PROGRAMS

The early programs consisted of phonograph records; musical selections, both vocal and instrumental; news; broadcasts of sporting events; etc. Early programs were usually presented by performers who gave their service gratis for the thrill of it or the prestige of having performed on the radio. As public interest in and appreciation of good programs grew, stations acquired regular staff artists, announcers, and program directors, who were paid for their services. This permanent station personnel was then able to develop a technique distinct to broadcasting and to edit and present better programs.

The first broadcasting chain was formed in November 1926 for the purpose of distributing a high class of broadcast program service. The development of this chain presented a Nationwide system of distribution for a single program, making it possible to obtain the services of better artists and musicians. Another chain was founded in 1929, supplying a second chain program service on a national basis, and in 1936 a third national chain was established. There have been several other chains of local or regional character established.

Programs, when broadcast by a modern transmitter and received and converted back into sound energy by a good receiver, are entirely satisfactory for the enjoyment by the general public of the best musical and dramatic events. Programs originating in foreign countries are received at specially equipped receiving stations and rebroadcast by domestic stations. In this way events of international interest can be brought to the listener's fireside.

FCC FUNCTIONS

The present phase of broadcasting may be considered as dating from the signing of the Radio Act of 1927 by President Coolidge on February 23, 1927. This act created the Federal Radio Commission with powers to classify radio stations and regulate radio communications in all forms. This body immediately began the difficult task of bringing order out of the chaos which existed in the hours, power, and frequencies in use by the broadcast stations at that time.

The Federal Radio Commission was succeeded in 1934 by the Federal Communications Commission, created by the Communications Act of 1934, which, so far as broadcasting is concerned, has practically the same powers as its predecessor. At present broadcast stations are classified according to class of service, whether local, regional, or national in coverage, appropriate amounts of power assigned to various stations according to class, and operation authorized on frequencies in keeping with the class of service and licensed power of each station.

BASIC DEVELOPMENTS

Recent developments in the receiver industry are more in the nature of im-

proving inventions which were applied to equipment which has been generally in use for several years. Probably the most outstanding basic developments which affect the receiver are the superheterodyne circuit, the multigrid tube and automatic volume control. Effective automatic volume control was possible only after the adoption of the multigrid tube, but its subsequent development should be considered as a separate step in the perfection of the receiver as we know it today. The multigrid tube made possible the commercial development of more sensitive and selective receivers which extended the distance at which the public could obtain satisfactory broadcast reception from existing stations. A fourth important step in receiver development was the perfection of the alternating current operated tube which made it possible to operate the receiver with power taken from the house lighting circuits.

CURRENT TRENDS

Present trends in the design of broadcast receivers are toward an increased frequency range thus allowing the use of only one receiver to cover the major portion of the radio frequencies in use for communication, and variable selectivity or band width control which allows the user to render the tuning very sharp in locations where interference is severe or signals are weak, or, the tuning can be made broad for the reception of high fidelity (more natural) signals.

There has been an increasing interest recently in the development of receivers to operate from 32-volt farm lighting plants and from 6-volt storage batteries. These receivers can then be used in out-of-the-way farm locations where ordinary electrical power is not available. A wind-driven generator has been developed for charging the 6-volt storage batteries, thus providing for continuous satisfactory operation of the radio receiver at a reasonable cost.

An important recent phase of broadcast receiver development has been the introduction of automobile receivers. Some understanding of the magnitude of this branch of the industry may be gained from the following fact: That during the year 1935, approximately 1,000,000 automobile receivers were sold, these sales accounting for 18 per cent of the total retail volume of radio receiver sales for the year.

BROADCASTING TODAY

Broadcasting is today an integral part of the everyday life of most people in the United States. It brings to the fireside finer entertainment than has heretofore been available to the average individual. This entertainment includes comedy, drama, popular music, and concert music. The gaining interest in classical musical programs is evidenced by the hearty response to the Sunday evening classical hours. Sports have an important place on the program schedules of most stations, particularly during the baseball and football seasons.

An important function of broadcasting is, however, the conveying of direct information to the listener. This includes news broadcasts, weather reports, and storm warnings which are of major importance in certain sections, and market and livestock quotations which are an aid to those interested. Broadcasts by public health authorities have rendered notable assistance in preventing the spread of disease in times of crises such as that caused by the recent widespread floods in the eastern part of the United States. A notable service which may be classified as direct information is the discussion of current topics by prominent individuals in the fields of government, economics, and sociology which helps to acquaint the average individual with the numerous problems incident to modern civilization and assists him in arriving at better conclusions relative thereto. In this respect it has the effect of clarifying the thought of people on current topics and speeding their decisions in national problems. It is possible today to present to a nation within a few minutes through the medium of broadcasting information and discussions which would have been utterly impossible 15 years ago. This fact has a very striking effect upon the mobility of thought and opinion.

Broadcasting, with its direct personal appeal, its easy and ingratiating entrance into the home, is in short the most effective and can be the most formidable means of mass communication which man has yet had the privilege of using.

An accurate estimate of the effect of the growth of broadcasting on related industries is difficult as it has affected many industries. It has provided a new field for many already established electrical manufacturers and for the establishment of other manufacturing industries for the production of radio transmitters, receivers, tubes, and associated equipment. Broadcasting has produced a new group of retail organizations which employ salesmen and technicians for the purpose of selling and servicing receivers. There are, in addition, many independent technicians who gain a livelihood through the servicing of receivers.

Broadcasting has provided a new field of employment in the operation of the physical equipment and the preparation and presentation of programs for broadcast stations.

As the intensive growth of broadcasting has coincided with the growth of sound movies, it is difficult to evaluate separately its effects. Many of the musical activities which were previously confined to the concert hall have been transferred to the motion picture and radio studios. This has helped to make tremendously popular outstanding members of the musical world. It has raised the taste of the public in musical performers and in so doing adversely affected the small itinerant musical organizations which were known 15 to 20 years ago. In spite of this and the decrease in demand for musical individuals and organizations, since the advent of broadcasting and sound pictures, it is believed that there is an increased interest in the production and enjoyment of music by the amateur musician and music lover.

IMPROVEMENT TRENDS

One certain line of improvement will be directed toward the production of high-fidelity receivers at lower cost. Further steps will be made in adapting variable selectivity to receivers to provide for high-quality reception where signals are strong and interference not severe. This change in selectivity with the strength of the received signal strength will eventually be accomplished by automatic means within the receiver itself. There is at present in the laboratory stage a device which provides for semi-automatic tuning of the receiver. This device is not wholly automatic but when the receiver is tuned to the approximate frequency of a desired station the device accomplishes the fine tuning adjustments necessary for high-quality reception. The adoption of this device will aid materially in the production of remote control receivers. Eventually, it is expected that receivers may be designed which are wholly or partially "push button" operated, the selection of any desired station being accomplished by merely pressing the proper button.

Increasing attention has been given recently to development of receiving antennas which discriminate against electric interference and reduce the effects of atmospheric interference, thus enabling satisfactory reception of programs in locations where noise has heretofore made such reception impossible. Antennas of this type will receive an increasing amount of attention within the near future and it is probable that within a short time most receivers will be sold complete with a properly designed antenna system.

As previously stated, broadcasting was made possible through the invention of the vacuum tube. Modern broadcast receivers make use of vacuum tubes which have been modified from the original design only through the addition of elements and their rearrangement. The recent development of a tube known as the "electron multiplier" may eventually supplant the present-day vacuum tube in broadcast receivers.

Taken as a whole, the present-day broadcast receiver is a very satisfactory instrument which has attained a fairly high degree of perfection. Major changes in its construction and mode of operation are not anticipated. Changes when made will be more of the order of refinements than radical improvements.

BROADCAST BANDS

The conventional broadcast band has heretofore occupied the portion of the radio spectrum between 550 and 1,500 kilocycles. Recent amendment of the rules and regulations of the Federal Communications Commission extended this band to include in addition those frequencies between 1,500 and 1,600 kilocycles. At present broadcast stations will only be assigned to three additional frequencies, namely 1,530, 1,550, and 1,570 kilocycles. These stations will be known as special broadcast stations; they will be limited to a power output of 1 kilowatt and licensed specifically for the purpose of conducting experiments or investigations which will lead to better quality of transmission, increased coverage through study of antenna design, and studies of public acceptance of high fidelity programs. Eventually, these frequencies may be made available for the use of conventional broadcast stations with certain requirements as to quality of transmissions and methods of operation.

Recent use of directional antennas for the purpose of limiting the amount of energy transmitted in any direction in order to protect other stations on the same or adjacent frequencies from undue interference or to enable a station to better serve a city or other populous area from a given location has produced gratifying results. The use of directional antennas on some of the frequencies will allow the placing of stations within areas where present broadcast service is inadequate without increasing interference to the reception of other stations operating on the same frequencies.

It is expected that among other improvements in transmission will be the use of greater power to provide a more favorable signal to noise ratio. The records of the Commission indicate that approximately 23 per cent of the area of the United States, in which 64 per cent of the total population resides, receives primary service from some broadcast station. This leaves approximately 36 per cent of the population dependent upon secondary service. Primary service is that service throughout a continuous area from a broadcast transmitter where an adequate signal is laid down and no interference is experienced from other broadcast stations and no objectionable fading is found. Secondary service is considered as that service rendered outside the primary service area by signals, which may, on occasion, be subject to severe fading, atmospheric interference, etc. Increases in power when coupled with properly designed antenna systems greatly extend the primary service areas and increase the percentage of the time in which satisfactory service is obtained in the secondary service areas.

RADIO WAVES

Recent studies of the propagation characteristics of radio waves indicate the desirability of using certain of the very high frequencies to secure limited local coverage for certain services. The transmission characteristics of the frequencies above approximately 40,000 kilocycles are such that satisfactory transmission is possible over a path which extends to the visible horizon. This is, of course, a function of the height of the transmitting and receiving antennas. This is a very desirable characteristic in frequencies for use in a service designed for local coverage only, as similar stations may be assigned to the same frequency at not too distant points without danger of interference. It has also been found that atmospheric interference (static) is much less severe on the very high frequencies. At present noises generated within the receiver at these frequencies are the important factors in limiting their usefulness. Receiver noises can, however, be reduced or eliminated through the development of new tubes and receiving equipment specially adapted for very high frequencies, whereas the reduction of atmospheric interference is a much more difficult problem. In addition there is the serious problem of man-made static such as industrial interference and interference caused by automobile ignition systems. It will be necessary to reduce this type of interference materially by improvements in the design of the automobile and other apparatus used as these frequencies come into greater service. There are some indications that the use of frequency modulation in the transmitter may overcome some of these difficulties. However, this will result in the need for specially designed receivers.

A phase of broadcasting which has widespread effect and is potentially an important factor in the creation and continuation of international good will is international broadcasting. Many of these stations broadcast musical programs, news bulletins, talks, etc., in languages other than the native language for the reception of foreign listeners on frequencies between 6,000 and 25,000 kilocycles. Needless to say, news digests, speeches, etc., which are colored to present a pleasing picture of the Government or other organization broadcasting, will have some effect upon the opinions of listeners in foreign countries.

An increasing amount of effort is being expended in perfecting the mechanism of rebroadcasting, and frequently European programs are presented to American listeners with little impairment of quality due to the long distance over which they have traveled. The reception of programs direct from foreign broadcast stations and the rebroadcasting by United States stations of similar programs are important factors in fostering international brotherhood and good will, and through the development of better receiving equipment, increases in transmitter power and the use of directional antennas, it will be possible to continually improve the quality of this reception.

BROADCASTING—VISUAL

There are two types of visual broadcast transmission which have great potentialities for service to the public; they are television and facsimile. Television has received a great deal of public attention, and the industrial research organizations, interested in the development of the electronic arts in this country, have spent tremendous sums of money in its study. This intensive research and development continues at the present time.

The transmission of television images through the medium of wire or radio circuits has been an accomplished fact for at least 10 years. The first pictures were crude, the reproduction imperfect when compared with the modern motion picture and it has been felt by the industries that no system of television would be commercially feasible or receive any measure of public acceptance which could not transmit pictures of sufficient

size to be readily usable in the home and of sufficient definition to compare favorably with the present motion picture. Research has centered around these two important factors.

The first systems made use of mechanical means of picking up and reproducing television pictures. What appeared to be a limitation to this means of pickup and reproduction was soon found and, while mechanical methods have not been abandoned, attention was turned to wholly electrical systems. Recent developments in the United States and abroad indicate that a fairly satisfactory picture, approximately 6 to 8 inches square, can now be transmitted by wholly electrical systems, making use of the very high frequencies previously mentioned as a transmission medium.

The system of pickup, transmission, reception, and reproduction required for television is necessarily complex. There are many different systems and many phases of the subject being studied by the various laboratories of the world. It is desirable that before any system of transmission be standardized for use in a country that the organization doing the standardizing, whether it be commercial or governmental, be satisfied that the system under consideration is the best available, that it is adaptable to continual improvement without rendering existing equipment obsolete and that all organizations wishing to transmit television signals will employ the standard system. Television will be a reality in the United States when it appears that a system has been evolved which meets these requirements and that there is a sufficient public interest and support to warrant the establishment of stations to broadcast television programs. One of the limitations which exists today in providing a Nationwide broadcasting service in the United States is the lack of available channels to accommodate television because each such station requires a very large portion of the radio spectrum; for example, 600 times that required by the ordinary aural broadcasting station.

There is also some doubt as to whether the low frequencies which are already being used by existing services other than television will be suitable for rendering adequate television service to rural areas even though it be television of low definition. In any event, if rural areas were to be given low definition television and urban areas high definition television, it is certain there would exist economic and other problems in the production of two types of receivers and a certain amount of discrimination. Thus it appears necessary to concentrate television development or means which will enable the occupancy of smaller space in the ether, cheaper costs and methods enabling the standardization of transmission for both urban and rural areas.

The development of receivers for television has progressed to the point where it is stated by several manufacturers that, should a system of transmission and reception be standardized and public acceptance of television warrant quantity production of receivers, they could be marketed at a cost comparable with that of the home refrigerator. Such a receiver would include provision for the reception of the sound associated with the television program.

The transmission and reception of facsimile may be adapted to present-day radio receivers and there are available at the present time facsimile recorders which, when connected to the ordinary broadcast receiver and actuated by proper signals, will print a newspaper complete with pictures right in the home, though probably on a limited scale.

Who is there today who can predict with any degree of accuracy the effect on our home life and our business life of this new communication facility? It is possible today to sit in one's home and listen to voice and music from the far corners of the earth. In the future, this aural intelligence may be supplemented by another appeal to the senses; namely, the ability actually to see what is going on at some remote point, as well as to hear it. Recent tests in this country and abroad have demonstrated this possibility to be entirely feasible, and it is only a matter of refinement in development, reduction in costs, and providing and organizing adequate facilities to extend the available service from a few miles to many thousands of miles.

Color television is already a laboratory accomplishment. It, too, may become practical before long. Developments have already been started in three-dimensional sight and sound and, if we consider past progress in this field, is it too much to expect that a future generation of Americans will be able to sit at their firesides and see reproduced before them in actual colors and in three dimensions, both visually and acoustically, scenes which are being instantaneously transmitted from the interior of some forest, accompanied with all the fragrant odors of nature, and eventually the addition of a vicarious, tactual sensation?

RADIO PRODUCTION
for the
EDUCATIONAL BROADCAST

- - - some constructive and interesting thoughts from the KSTP Conference on Educational Broadcasting, St. Paul, Minn., 1937



"Sixteen years of experience in broadcasting has taught that radio's chief role as a teacher is to stimulate thinking; to inspire listeners to study and follow up what the unseen teacher can merely call to their attention."—ORRIN E. DUNLAP, JR., in *The New York Times*, September 12, 1937.

INTRODUCTION

Education is essentially an individual problem. It cannot be denied that radio has had a profound influence on the attitudes and standards of the entire nation and of the world at large, but the modern phenomenon of broadcasting has yet to be analyzed from the individual's standpoint. The radio audience is a mass audience measured in millions, each listener reacting as an individual, and not as one of a group. It therefore becomes apparent that educational broadcasting must be considered from both ends of the telescope.

What Is Educational Broadcasting?

According to John Dewey, education is life itself. Modern broadcasting is the reflection of our life and times, and it follows therefore that much that is on the air is educational in the larger sense. Education, however, specifically implies control, the control of that experience which is given the individual to prepare him for the adjustments he must make to society. True education on the air must consequently satisfy the demands that are inherent in all educational activity. It must not be a random method of trial and error. It must have purpose, coherence, unity. Perhaps no definition should be attempted, for all definitions are confining, and educational broadcasting recognizes only the limitations of space and intellect in its ultimate possibilities. It can be applied to an infinite field of experience. It can serve individuals in every walk of life at the farthest reaches of the world. An explorer in the antarctic, an aviator flying his course across the sea, the lonely ranger on some mountain top—all are listeners in the universal classroom.

Regimentation has no place in the field of radio education. We must develop the free mind, the questioning mind, untrammeled by dogmatic and stifling codes or edicts. We must carefully discriminate between true education and propaganda. We must remember, as Hendrik Willem Van Loon has said, that "there are no dull subjects in education. There are only dull teachers." We must also remember that there are dull pupils and that our efforts will never attain the popularity of a Jack Benny or a Charlie McCarthy, for education is not a "show." There are millions of minds, however, waiting to be awakened, stimulated, challenged, by broadcast education that is vital and direct in its appeal, in the hands of teachers who possess commanding personalities and the urge to adventure into new fields. Here then is our definition.

Educational broadcasting is the dissemination by means of radio transmission of knowledge, skills, and appreciations for the purpose of teaching the individual what life is, was, could be, and ought to be. And we should add that he who defines and runs away may live to define another day.

The Production Unit for an Educational Program

As radio broadcasting has grown, its personnel has become highly specialized. There was a day when the program was produced without rehearsal, script, or talent. The major criterion was audibility. The studio might be any vacant storeroom, its walls covered with burlap or monk's cloth. And a handful of listeners extending through a region up to fifty miles from the transmitter strained ears for the thrill of hearing sound, any sound, over the "wireless."

Broadcasting today is an art, and the effective program is the product of trained technicians and artists. A carefully organized staff is necessary to any program, regardless of its purpose. The modern broadcasting station has its production staff, announcers, sound effect engineers, control operators, script writers, casting directors, music directors, publicity experts, promotion department, entertainers, booking agency, traffic division, and many other divisions of personnel. The successful producing unit for an educational program must be similarly organized, although on a smaller scale.

Using the Educational Program

The educational program is of no benefit unless it is heard, and to assure an adequate audience for these broadcasts the establishment of listening groups is a valuable aid. European broadcasting has made great progress in this field. Thousands of listening groups follow various programs regularly, in private homes, in schools, colleges, universities, or public meeting places. The topic of the broadcast is discussed by members of the group at the conclusion of the program, and a leader directs a study program of outside reading correlated with the entire series.

Like listening groups for the adult, the classroom in the school is the logical unit for broadcast reception. However, the mistake is frequently made of permitting too many students to listen in a single group. Proper equipment for the school demands an individual loudspeaker or radio receiver in each classroom to keep the group within a maximum of forty or fifty. If the single receiver is placed in an assembly hall before an audience of a thousand or more, no program has sufficient appeal to hold the attention of such a group. The intimacy and directness that are essential to an effective broadcast are lost because of the inevitable distractions present in large audiences. The assistance of the teacher in a follow-up discussion of the broadcast is lacking.

It is a requisite of all good educational broadcasting that the facts or opinions stated on the air lead to further thought on the listener's part. The radio program acts merely as an assistant teacher, to borrow a phrase from Ben Darrow. She in turn must assist the program by preparing her students in advance of the broadcast. If the program discusses great artists, the teacher has secured reproductions of the familiar Titians, Rembrandts, and Michelangelos for display in the class. They have learned something of the lives and times of the great masters. Their interest has been aroused, and they are ready for the radio presentation of the subject and for further discussion at the close of the program.

David Sarnoff of the Radio Corporation of America has said: "We have what seem to be two fundamental departments in education. The first is the training of the mind; the second, the feeding of the mind. Radio, in common with other forms of mass communication and entertainment, belongs to the second of these two educational fields. Radio programs can be created to inform the mind and elevate the spirit, but when one seeks to impose upon them the requirements that they also furnish mental training and discipline, one narrows their appeal and risks the dispersion of the invisible audience, thereby defeating the purpose for which the program was prepared."

This is the principle which has guided us in calling the Conference on Educational Broadcasting, and if we can contribute to the greater service of education in the feeding of the mind, we shall have made definite progress in realizing the ultimate possibilities of radio broadcasting.

Future Developments in Radio Education

During the past decade great advances have been made in the tech-

nical end of radio communication. We have all been familiar with the progress of radio broadcasting from a somewhat interesting toy to one of the greatest mediums of informal education. Other engineering advances have taken place that may have considerable bearing on the use of radio by the public. Most highly publicized probably, is television. The engineering of television transmission and reception has now progressed to a point where very satisfactory pictures can be reproduced in the home. While further improvement is needed and will undoubtedly be made, television at its present state of development could be used by the public with considerable satisfaction. To date, no television receivers have been made available to the general public.

A number of factors such as standardization of frequency bands, line and frame frequency, etc., determine the ultimate set design and must be universally agreed upon by the various manufacturers to prevent later obsolescence of equipment. This fact, together with the necessity for reduction in cost of both receiving and transmitting equipment, has convinced those responsible for its development that television is not ready for general use.

Facsimile, the transmission of single pictures by wire or radio, has progressed to an advanced stage and has been used to a very great extent over the past few years in the transmission of pictures for newspaper use with which we are all familiar. There is every indication that such transmission by radio for reception in the home will soon come into general use. The degree of definition possible in picture transmission is limited only by the cost of the transmitting and receiving apparatus, and even with moderately priced equipment, very satisfactory pictures can be transmitted.

The increased use of high frequency for radio transmission has opened up a new field of service for broadcasting. The so-called international broadcast on the medium-high frequencies has been in somewhat general use for several years and has undoubtedly contributed greatly both to international understanding and in giving radio service to many localities which were without normal broadcast service. The use of so-called ultra-high frequencies for local broadcasting promises to make facilities available for much needed additional broadcasting. Since these frequencies, by their general nature, do not travel to any great distance, it is possible to duplicate such a service on the same frequencies in a great number of localities. The further use of the ultra-high frequencies will undoubtedly result in the wider use of radio broadcast for many special services such as educational broadcasting.

The past few years have witnessed a great increase in the use of so-called relay broadcasting, where a radio channel outside the broadcast band is used to carry a program from some relatively inaccessible, remote point to the studio for transmission over a regular broadcasting station. This service has made available to the radio audience a great number of broadcasts of public interest originating at points where either the total inaccessibility of wire services or the prohibitive cost of this service would have precluded the broadcasting of such a feature.

The improvement in technical standards of fidelity, both in transmission and in reception has undoubtedly made radio broadcasting a much more acceptable medium for the reproduction of good music. While the present receiving equipment used by the average listener still falls far short of satisfactory reproduction especially in the case of symphonic music, we have every reason to believe that further improvements will be forthcoming in receiving sets which will still further enhance the value of this medium for the proper enjoyment of good music that is not available to that audience by other means.

In general, these new developments will make possible the use of high frequency channels by school control systems over a small area, and also, with the advent of visual elements in radio transmission, it is entirely possible that the pages of text books, maps and charts, pictures of an opening session of congress, all will be practically achieved. The end result will be a further vitalization of the supplementary influences of education and the introduction of new and genuinely exciting teaching additions into the classroom. The world in reality, both through sound and sight, will be brought to the smallest school house in the backwoods.

RADIO MANUAL

for school and non-professional groups

Following are suggestions to school and non-professional groups for the production of radio programs, prepared by the Educational Radio Project of the Office of Education, United States Department of the Interior.

Information on other sources of scripts useful for school or camp groups may be obtained from the Educational Radio Project, Office of Education.

PURPOSE

Numerous requests from schools and other educational institutions have reached the Office of Education for radio scripts and suggestions for improving local educational radio programs. To help meet this demand the Office of Education in cooperation with the National Association of Broadcasters has prepared a series of six scripts entitled "Interviews with the Past". This manual is designed to suggest steps to be taken in putting these scripts on the air. The scripts have been prepared by the script division of the Educational Radio Project of the Office of Education, Department of the Interior.

THE SITUATION

Local station managers want educational programs. Schools and other educational institutions want to use radio. But station managers demand—and with reason—that educational programs have worthwhile material presented in a manner that will interest and hold listeners. Radio can be an important avenue of communication between school and community *when skillfully* used, and if skillfully used, can develop a cooperative relationship between schools and radio stations for the betterment of the community.

ORGANIZATION

As the first step in the organization of this plan for high school and college radio production, it is suggested that the local superintendent of schools call a meeting of those persons immediately concerned with and interested in this project, namely the high school principals, drama coaches, or any other person or persons who would be interested in the project and competent to carry it forward. This group should consider the plan and appoint a committee to contact the local station manager.

CONTACTING THE LOCAL STATION MANAGER

The importance of winning the cooperation of the local station manager cannot be overestimated for the success of this project will depend to a great extent upon the manner in which the approach is made. Do not under any circumstance assume a demanding attitude. Remember that time on the air is valuable. A station manager makes his plans far ahead. In all probability the station manager will be receptive to the plan and grant time on the air because—

(a) It gives him a program service at no cost to his station.

(b) It can be an audience builder for his station.

(c) It will create valuable goodwill for his station in and around the community.

(d) It will help him fulfill the "public interest-convenience and necessity" obligation which is part of his license agreement.

If and when the station manager grants the time (15 minutes per week) be sure to—

(a) Arrange audition time so that acting and announcing talent may be auditioned on a microphone at the

studio in order that the Director can select those who are to take part in the actual broadcasts.

(b) Ask the station manager whether it would be possible to have him arrange for an informally conducted tour of his studios so that everyone concerned with the broadcasts may become immediately acquainted with the environment in which he is about to work.

(c) Arrange for rehearsal time preliminary to actual broadcast. For most broadcasts 2½ hours in the studio may be considered adequate.

(d) Request the services of a technician for the complete rehearsal time as well as the broadcast time.

(e) Tell the station manager that this rehearsal, preliminary to the broadcast, will require the use of microphones.

(f) Request the services, if and when possible, of the station's production director or an announcer who has had some experience in directing radio programs.

(g) Request the station manager to co-operate in stimulating and preparing public interest in these broadcasts. News releases should be prepared by the radio group and submitted to the station manager for his approval. Either the station manager or the students may make the contact with local newspapers. School publications should carry advance notice. Preparation of the audience before the broadcast is vital.

ORGANIZATION OF RADIO GROUP

After these preliminary arrangements have been made the radio group which is to do the actual broadcasting should be selected at least two weeks in advance of the first program and a faculty member placed in charge. If the local station cannot supply a director or experienced announcer, the duty and responsibility of directing the programs may be delegated to the teacher or to a student who has special aptitude in directing. The group itself may then be divided into those interested in—(a) Production. (b) Sound effects. (c) Music. (d) Acting. This should be done so that those students having special interests in these divisions of radio work may concentrate on them, at the same time absorbing information and techniques applicable to radio in general.

REHEARSAL

(a) At school. After the cast has been selected it is wise to call a reading rehearsal at the school for the purpose of familiarizing the cast with the contents of the script.

(b) At the studio.

1. Underlining: Each person should have his own copy of the script with his character name underlined in the margin each time that name appears in the margin. This is done to avoid losing the place during rehearsal or a broadcast. The importance of enlisting the help of the studio technician in the matter of microphone placement cannot be underestimated. *Remember, do not let anyone handle any equipment in the studio unless the control technician consents.*

2. Pronunciation: If you are ever in doubt as to the proper pronunciation of a word, by all means refer to a good dictionary. If alternative pronunciations are given use the first one.

3. Microphone placement: The technician or control man will best be able to suggest a microphone set up but the following general ideas should be kept in mind. For the purpose of this series it will be necessary to use only one or two microphones depending upon whether the studio is equipped with ribbon microphones or dynamic or condenser microphones The ribbon microphone should be placed in the center of the studio with the actors placed on the live sides of the microphone all at a side position from the control room. By a quick glance into the control room the actors can see any time cue or position cue which the production director may wish to communicate to them. If the dynamic or condensers are available have one microphone placed in one corner of the studio and the other in the opposite corner.

4. Orchestra: If an orchestra is used place the microphone in front of the orchestra in an ele-

vated position. Let us assume this to be a small sized orchestra. Place two violins and one viola in the first row. Behind them should be placed the woodwind instruments and the cello. Behind them are the trumpets and trombones and in the rear of the studio are the piano and bass viol each at opposite distances of each other. If any single instrument predominates it should be moved either away from the microphone or further to the dead side of the microphone. Likewise, if an instrument is too soft, shift it either closer to the microphone or closer to the live side of the microphone. *Keep in mind that the result to be achieved is a natural blending of tone.*

5. Timing: The entire program from the opening announcement up to and including the sign-off should be timed with a stop watch. After one or two mike rehearsals, appropriate cuts should be made if the program runs over approximately 30 seconds of the prescribed time. If the program does not run over approximately 30 seconds do not cut until after the dress rehearsal, because a smooth and polished performance is usually played at a faster tempo and the 30 seconds will have been picked up. During the dress rehearsal every half minute of time should be marked so that the director may know at any time while he is on the air whether his program is running behind, running under, or on time, as follows: (30) (1) (1:30) (2:00). The first figure noted on the director's script means that 30 seconds have elapsed, the second that one minute has elapsed, the third that one minute and thirty seconds have elapsed, etc. If after the dress rehearsal the program has still run over the prescribed time of 15 minutes, examine the script for possible cuts, making certain that important dialogue is retained and that the material to be cut leaves no gap in the story. If the program runs under the prescribed time of 15 minutes there exists the alternative of writing additional material or playing theme music at the close as cushion to fill the time. Remember that time is of the essence and that a program on a local station should be timed to 14 minutes and 45 seconds *exactly.* Network programs must conclude, "on the nose", after 14 minutes and 40 seconds.

6. Signals: When a program is on the air, the production director, observing his time notes can tell at any given moment whether his program needs to be slowed down, speeded up, or whether it is "on the nose". If the program is running too slowly, he communicates by means of a sign that he wishes the actors to pick up the tempo. This sign is made by a circular motion of the index finger.

   To slow down the tempo he makes a "stretching out" gesture with his two hands as though stretching a rubber band.

   To begin a scene, sound effect, or musical number, the production director points directly to the actor, sound man or orchestra conductor, as the case may be.

   A sign to come closer to or move farther away from the mike is indicated by pointing to the person or persons involved and then moving them toward or from the mike.

   A lifted hand, palm upward by the production director means that the voice, sound effect or music should be louder.

   A lowered hand means softer.

   Ask the station announcer to illustrate these signs to the group.

MUSIC

Clearing Music: Before any music, whether live or recorded can be played on the air, it is most imperative that the local station be notified at least one week in advance giving the title, author and publisher of each and every musical selection to be played or sung on the air. This is necessary so that the station manager can determine whether he has a license to use that selection. The playing of music that is not licensed would subject the station manager to expensive lawsuits and damages. Remember also that music must be "cleared" regardless of the quantity to be played or sung even if it is only one or two bars.

☆ RADIO GLOSSARY ☆

Following is a list of radio terms used in the production of radio programs. Usage naturally differs in various parts of the country and studios. The following glossary of important terms are used generally in commercial studios and schools where radio technique is taught. List has been compiled by William S. Rainey, Production Manager, NBC, New York; C. L. Menser, Production Manager, NBC, Chicago; and Hunter Reynolds, Engineering Department, NBC, Chicago.



I. CONTINUITY

The radio programs you hear begin with an idea which is created by a—

•

SCRIPT WRITER

One who prepares the text or dialogue with the accompanying directions for sound effects, musical cues, and transitions for a radio production. He is sometimes called a—

•

CONTINUITY WRITER

Because in the period before dramatization became popular the chief activity of a radio writer was to keep the program continuously on the air with reading material to fill in the time between musical numbers.

•

CREDIT WRITER

One who writes the advertising material for a commercial program.

•

SCRIPT

Or "continuity" is the text of a program looking not unlike the pages of a play, since it lists the speakers or actors and the lines they speak, as well as suggestions to the director and cast. Script applies usually to radio plays whereas—

•

CONTINUITY

Usually applies to text prepared to be read by an announcer only, such as introductions of musical numbers, introductions of speakers, commercial announcements, etc.

•

CREDIT

Also known as "plug". This is the material designed to acquaint the listener with an advertiser's product. It may be given by the announcer or by actors.

•

SHOW

The entire program which is to be broadcast.

•

SUSTAINING SHOW

A program on which time is not purchased by a commercial company. Since broadcasting companies must maintain service throughout the time span agreed upon, that time which is not sold must be filled with "sustaining" programs.

COMMERCIAL

A program paid for by an advertiser. This includes payment for time on the air as well as for the talent and script.

•

NETWORK SHOW

A program released simultaneously over two or more stations which are connected by telephone wire.

•

LOCAL

A program released only through a single station.

•

THEME

The same music, sound, or talk which opens and identifies a program from day to day or week to week.

•

TAG LINE

The final speech of a scene or play exploding the joke, or the climax speech resolving the scene or play to its conclusion.

•

GAG

A joke or comedy situation. A gag-show is a program made up of a succession of jokes or alleged jokes.

•

TIE-IN ANNOUNCEMENT

A commercial announcement given by the local station announcer immediately after a prearranged cue given on the network. For example, the network program may conclude one minute early, whereupon the local announcers in the stations carrying the network program will then consume the remaining minutes with a commercial announcement dealing with the product advertised on the network program and stating details such as where this product may be purchased locally.

•

TRANSITION

Or moving from one scene to another. This may be done by an announcement describing the new scene to follow, by music, by fading out of the microphone, or a short period of silence.

•

ACROSS THE BOARD

A program scheduled daily at the same time.

II. PRODUCTION

PRODUCTION DIRECTOR

This person is responsible for every detail of the program including the announcer, engineer, actors, musicians, and sound men. He builds and shapes the program by bringing all these factors into harmony. He may make corrections and any revision he deems desirable in the script whenever he feels such are necessary for an improved program. On his shoulders rests the complete responsibility for the quality of the program.

•

CAST

As a noun, the people who appear on the program not including musicians.

As a verb, the process of selecting those who are to take the speaking parts.

•

AUDITION

A studio test of talent or a show or both prior to a broadcast to determine whether that talent, show or both should be broadcast.

•

M C

Master of ceremonies.

•

JUVENILE

An actor whose voice carries an age quality of 17 to 24.

•

INGENUE

An actress whose voice carries an age quality of 16 to 24. She should have a sweet sympathetic youthful vocal quality.

•

LEAD

An actor or actress whose voice carries an age quality of 25 to 35. The voice should be clear, definite, heavier in quality than the juvenile or ingenue and should have a quality of authority.

•

CHARACTER

An actor or actress with an older voice, 35 to 60, who can do dialects or who has eccentricity of speech and characterization.

•

CHARACTER JUVENILE

(17 to 24) male voice in dialect or having peculiar vocal quality.

CHARACTER INGENUE

(16 to 24) female voice in dialect or having peculiar vocal quality.

•

BIT

A small part in the cast which usually consists of a few short speeches.

•

PICK UP YOUR CUE

A command by the production director to an actor to begin speaking his lines immediately after the last word of the preceding speaker's last sentence.

•

CUE

A signal, either verbal or by sign.

•

AD LIB

Impromptu speaking

•

READ-Y

A quality of unnaturalness by an actor speaker giving the listener the feeling that he is reading rather than talking.

•

SNEAK IT IN

A command by the production director to the sound man or orchestra conductor to begin the sound effect or music very quietly and gradually increase the volume.

•

FLUFF OR BEARD

Any word or phrase accidentally mispronounced or in any way distorted resulting in an imperfect reading.

•

IN THE MUD

A lifeless delivery with very uninteresting quality resulting from a speaker's or actor's improper pitch and lack of nuance. Also the sound heard when the voice is spoken into a closed microphone and picked up faintly on a live microphone at a distance.

•

SCHMALZ IT

A command by the production director to the orchestra conductor to have the music played in a sentimental style.

•

ONE AND ONE

One verse and one chorus of a musical number.

CUT

A deletion of material whether spoken or musical in order to fit the prescribed time. It is also a term used by the production director in the form of a command to the engineer to close all microphones so that nothing more can go out on the air.

•

CLEAN IT UP

A command by the production director to the orchestra conductor to rehearse a musical number until it is perfectly rendered, or to a dramatic cast to remove all hesitancies or defects in the delivery of lines.

•

PACE

Or speed of delivery. A variation of pace is used to express a variation of thought.

•

LIGHT AND SHADE

Variations from quiteness to tenseness, softness to shouting, which keep a production from dull sameness.

•

ACCENT

Or change of emphasis in a sentence or group of sentences. This is necessary for shade of meaning, relief from monotony, and for quality of speech.

•

CLEARING MUSIC

Determining whether the station has a license to perform the musical number or numbers proposed to be played or sung on the air.

•

TIGHT

A program which in rehearsal times a few seconds over the allotted time and should either be cut or played rapidly, provided the material permits the rapid treatment.

•

DRESS

A program rehearsed for the last time exactly as it is to be broadcast.

•

STAND-BY

A command by the production man to the cast to be ready to go within a few seconds.

Also, a program whether dramatic, musical, or straight talk which is relied upon as an emer-

gency, when the allotted time for a program already on the air has not been filled by that program.

•

TAKE IT AWAY

Cue to begin a program given by a production director to engineer who relays it via direct telephone wire to an engineer at the program's point of origin.

•

DROOLING

Padding a program with talk in order to fill the allotted time.

•

DEAD SPOT

Also known as "white space" or period of silence when a program is supposed to be on the air.

•

CUSHION

When a program runs shorter on the air than it did during rehearsal, identifying theme melody is used as a "cushion" to fill in the extra time. Sometimes an extra paragraph of credit is used instead of theme.

•

ON THE NOSE

A program which, while on the air, appears to be on time to the second.

•

ON THE HEAD

A program which concluded on the exact second.

•

III. SOUND

SOUND MAN

One who creates, either by recorded effects or by manual effects the sounds required by the script.

•

PANCAKE TURNER

One who operates a sound effect machine for the purpose of playing recorded music on the air.

•

PLATTER

Musical records played on a sound effect machine.

•

ELECTRICAL TRANSCRIPTION

Sound transferred to a 16-inch disk, which revolves at a speed of 33⅓ revolutions per minute, made for broadcast purposes and having high fidelity.

PHONOGRAPH RECORD

Sound transferred to a shellac composition disk of 10 or 12 inches diameter which does not have as high fidelity as an electrical transcription and is manufactured chiefly for home use. It revolves at a speed of 78 revolutions per minute.

•

IV. ENGINEERING

CONTROL ROOM

A small room usually enclosed in glass from which the engineer and production man control the program.

•

V. I.

Or "volume indicator"—a delicate instrument containing a needle which indicates the volume of sound, enabling the engineer to determine whether the "level" is too high or too low.

•

P. A.

Public Address system consisting of a microphone, amplifier, and loudspeaker. Certain types of microphone require a pre-amplifier in addition to an amplifier.

•

GAIN

The increase in volume of sound obtained in the amplifier.

•

RIDING GAIN

Controlling the amount of increase of volume of sound. The engineer does this with the aid of a volume indicator.

•

PEAKS

High points in the variation of sound which are the natural result of changes of pitch, accent, and explosions of certain consonants and vowel sounds causing the volume indicator to fluctuate in accordance with the volume of those respective sounds.

•

GIMME A COUPLE OF PEAKS

A request by the engineer via telephone line to an engineer at a remote point before the broadcast asking the remote engineer to speak into his microphone in order to determine whether the lines are clear. The phonetic yardstick used by the engineer in testing lines is "Woof" spoken explosively.

LEVEL—OR VOICE LEVEL

A test of a speaker's voice for tone and volume to determine proper distance from the microphone for best listening qualities.

•

BALANCE

Blending different kinds of sounds to achieve proper volume relationships such as musical background for a dramatic sequence. If the music is so loud that the dramatic dialogue is lost, a poor "balance" results. Also, the arrangements of musical groups to obtain a natural blending of tone.

•

MIKE

Short for microphone—an electrical device for translating sound vibrations into tiny electrical impulses which can be then transmitted over a wire or through space to a remote receiving station and there translated back into the original sound.

•

CARBON MIKE

Microphone which accomplishes the translation of sound into electrical impulses by the use of small carbon grains contained between two thin metal plates, called diaphragms, which are vibrated by the sound. It is no longer used for broadcast purposes in most studios because of its tendency to produce an annoying hiss.

•

CONDENSER MIKE

Microphone which accomplishes what the carbon mike does without the use of carbon granules by using the two diaphragms as the plates of what is known as an electrical condenser. The vibration of the plates caused by the sound correspondingly varies the electric current in the condenser and amplifier. This microphone is less sensitive than most other types and therefore requires a small amplifier within a few feet of the microphone itself and is usually built into the microphone casing or into the base of its mounting stand. There are many standard cases for this type of microphone and the various names sometimes given to it are usually descriptive of the case—the mike itself being fundamentally the same. A few examples are: camera mike, bullet mike, and desk condenser. These mikes are still used in some studios although they are gradually being replaced by the "velocity" or "ribbon" mikes.

•

VELOCITY OR RIBBON MIKE

Derives its name "ribbon" from the fact that it translates the sound into electrical impulses by means of a suspended metal ribbon which vibrates in accordance with the sound between the poles of a permanent magnet. This mike is so directional in its response that sounds coming from the sides of the microphone are only faintly heard over the loudspeaker, if at all. Actors can perform "fades" very easily on a ribbon mike by merely shifting their position from in front of the mike to the side.

•

DYNAMIC MIKE

Microphone which obtains its name from the dynamic loudspeaker, the principle of which is just the reverse of the dynamic microphone. Whereas the dynamic speaker transmits the impulses in a moving coil of wire which is in a magnetic field, to a diaphragm which in turn translates these impulses into corresponding sound vibrations understandable by the human ear, the dynamic mike receives the sound vibration upon the diaphragm and translates these into electrical impulses in the moving coil. Although this microphone was being generally replaced by the velocity mike, it is now finding favor again in many studios in a new, improved form called the—

•

BALL MIKE

(or any other name by which it may be called, as, eight-ball, billiard, etc.) which is essentially a dynamic microphone about the size and shape of a billiard ball. This microphone is non-directional and sounds are therefore picked up with equal intensity from any angle, thus allowing a large cast to work around a single mike.

•

BRUSH MIKE

A very rugged type of microphone which looks like the frame of a metal hairbrush. Its small size and dependable ruggedness combined with high fidelity make it an excellent mike for portable and outdoor radio pickups or public address systems.

The Relationship of the Radio and Motion Picture Industries

By

W. B. LEWIS,

Vice President in Charge of Broadcasting of Columbia Broadcasting System

I played hookey one fine afternoon last September to go out to Forest Hills for the semi-finals of the National Tennis Championships. And I was back at my desk within the hour because I couldn't get in the stadium. Although Columbia had exclusive broadcasting rights to the event it didn't do me any good. As a matter of fact it hindered. I doubt if Budge or Von Cramm —had they been outside the gate at the time—would have been admitted. *None* of the disappointed late arrivals could get in. It was the first sell-out of a semi-finals in the history of the Forest Hills tournaments; the first full stadium since the Tilden-Lacoste finals years before. And radio broadcasting was offered by guardians of the gates as the explanation of the sell-out. Officials of the National Lawn Tennis Association later put the stamp of authority on this explanation when they told us that Husing's accounts of the matches had contributed most substantially to the record-breaking attendance that stormed Forest Hills late last summer. People rushed to see what they'd heard about.

1937 produced an all-time high in the broadcasting of football games. Atlantic Refining alone sponsored play-by-play accounts of 158 games during the course of the season. Kellogg, Socony, and a host of local sponsors added many more to the list of sponsored games. Every Saturday, in almost any city, listeners have had a chance to attend—free of charge—any or all of half a dozen games. Yet paid attendance at football games this season has been greater than it has been in any year since the days of The Big Wind of 1929. Yale—to cite an isolated example—turned away between 10,000 and 12,000 from its 78,000-capacity Bowl on the day of the Dartmouth game—the first Bowl sell-out in seven years. This, in spite of the fact that Yale Bowl games were all sponsored by Socony, with broadcasts concentrated on stations in the New York and New England areas. Perhaps it would be more accurate to say "because of the fact."

You and I know that all has not been sweetness and light in the relationship of the two industries insofar as it has concerned listener vs. spectator interest. I have never been able to understand this feeling—this conviction, on the part of some exhibitors, that radio keeps people away from the movies. There is only one thing that can keep able-bodied people away from the movies—or away from the radio—and that is a bad program. What, you may ask, would be the situation if all of us—movies and radio — were blessed with *good* programs? My answer to that would be that "there is a millennium devoutly to be desired."

Together, the radio and moving picture industries can do more to attain that end than either will ever do alone.

I purposely went into foreign fields for illustrations of how radio broadcasting arouses interest in and attracts crowds to public events. (If it didn't, we couldn't very well sell ourselves to an advertising medium, could we?) But I did it to soften any resentment that might be aroused by coming too abruptly into saying exactly the same thing about radio and the movie audience. There has been a greater use of Hollywood talent on radio programs during the past year than ever before in the history of broadcasting. And there has been greater activity on the part of box-office cashiers during this *same* twelve months than ever before in the history of moving pictures. Loews, Inc., as you know, has already paid out $6 a share in dividends on its common stock this year, and another will be paid before the year ends.

Do you suppose that here might lie, in part, the explanation of MGM's consistent refusal to get excited about

how radio has cut into movies' box-office.

How many, I wonder, realize that if every seat in every moving picture house in every community in the United States were occupied at the same time, less than one-eighth of the American radio audience would be "at the movies." Whenever you hear an estimate as to the size of some specific radio audience, it is good to remember how big is the total of all radio owners before you decide that there aren't enough people left over to go to the movies. As long as people like variety in their entertainment—(and they always will) —and as long as people like to share excitement and pleasure together —(and they always will)—there will be no danger of radio—or *television*—supplanting motion pictures in the hearts of our citizens.

Although Radio was not originally created as an advertising medium, it was inevitable that it should have developed as it did. Offering facilities for reaching a nationwide audience with a vocal message, radio attracted advertisers as naturally as Hollywood attracts blondes. That they have found it a satisfactory medium may best be seen in the use they have made of it. Time sales on the Columbia Network in 1933 were just over $10,000,000. The next year they jumped to nearly 15 million. In 1935, they were $17,638,000. Last year, the total reached $23,168,000. And this year it will exceed 28 million. Columbia's own advertisers represent nearly every major category in American industry. Tobacco? Luckies, Camels, Old Gold, Chesterfield, Philip Morris. Automobiles? Ford, Chrysler, Chevrolet, Pontiac, Hudson, Nash. Gas and oil? Texaco, Gulf, Atlantic. Food? General Foods, Campbell, Heinz, Continental and General Baking. Moving pictures? Nothing. Though you are selling entertainment, you continue to use newspapers, magazines, and outdoor as media for your advertising. Why? As advertising men you know that it is not because radio keeps your customers at home, but because radio and radio advertisers do your advertising for you in the one major medium best suited to your needs.

There are those who say that radio has contributed but slightly to the realm of popular entertainment; that radio has had to depend on the stage and screen for its creative brains and talent. I have heard it said that the steady increase in our activities on the West Coast is proof that advertising agencies and broadcasters have failed to produce and direct successful programs; is proof that radio has failed to develop talent of its own. I can't agree. Radio first went to Hollywood to keep up with its own artists, for whom it has developed a large enough popular following to make them sure-fire timber for the movies. Each year finds more of them engaged in film work. Each year, as a consequence, finds more radio programs originating in Hollywood. If this is true, you may ask, why haven't some of these radio stars supplanted some of the really big names on the screen? For the same reason, I suppose, that none of the big screen names that have appeared on radio programs have supplanted the radio-developed stars themselves. Though each may benefit from working in the other's field, each has his own forte and each has built up his following primarily through that channel.

A friend of mine who lives in Westchester arrives at Grand Central each morning at about the same time as the incoming Century. And each morning he sees a group of people assembled to watch the arriving passengers—not to greet a friend or relative, but to get a close-up view of some celebrity. Over a period of time, he has noticed that this strange gathering has varied from a mere handful to a crowd that blocks all routine passage through the concourse.

And being of a statistical turn of mind, he has checked the size of the crowd against the people it comes to see. (Herbert Hoover, incidentally, still draws a small but loyal reception committee.)

This friend tells me that radio stars draw bigger crowds than some of the movie stars; that Eddie Cantor and Burns and Allen have had them hanging over the balcony railing to see them. "And why not?" Eddie Cantor is frank to admit that the success of his movies is the result of the nationwide following he attained through radio, and Burns and Allen's nonsense was entertaining millions before Shirley Temple was out of her cradle.

Both Radio and motion pictures are in the business of providing popular, large-scale entertainment. Beyond that, you cannot say that we are in competitive business. Because we *are* engaged in the same general work, and because we are *not* competing in the sale of our products, we are in an ideal position to work together for the betterment of the particular entertainment

each of us tries to produce. We have found, as you have found, that an interchange of talent is mutually beneficial. We want to continue to use Hollywood "big names," Hollywood stories, and Hollywood music. On our part, we are glad to see radio talent given its "chance at the movies." And we are particularly anxious that, through intelligent cooperation, we may improve the quality of the work that both industries are striving to do.

A few years ago—and how many of us have already forgotten it—serious music, symphonic and operatic, was scornfully dismissed as "highbrow," a word that is strangely synonymous with "untouchable" in the field of popular entertainment. For that reason, Hollywood — naturally enough — didn't attempt any films requiring that kind of music. Let me cite you a short list of names. Lily Pons, Grace Moore, Gladys Swarthout, Leopold Stokowski, Lawrence Tibbett, Nelson Eddy, Andre Kostelanetz.

None of these names would have had a Chinaman's chance of "breaking into the movies" a few years back. Yet all of them have been *invited* out there and given contracts. Radio, of course, explains it. Eight years ago, Columbia began to carry in full the Sunday afternoon concerts of the New York Philharmonic. "A nice gesture," people said, "but who will listen?" Truth to tell, there was no way of knowing the answer to that one—in advance. But today we know.

The Philharmonic concerts are still on Columbia, for the eighth consecutive year, and 30,000,000 people—at a conservative estimate—will have listened to one or more of them before the season is over. This is an audience that we have checked and watched grow over a period of years. Its growth gives us a graphic record of the growth in popularity of serious music. Ford, with his Sunday Evening Hour, and Chesterfield, with Andre Kostelanetz, have contributed materially in developing a large enough audience for serious music to warrant the attention of Hollywood producers.

And there, in my opinion, we touch upon the most important point in the relationship of the radio and moving picture industries. We in radio are in a much more advantageous position than you to test the appeal of new talent and new ideas in entertainment. We in Columbia devote a great deal of our time and money to this end. The Columbia Workshop is a case in point.

Last summer, Columbia offered over 98 stations, a series of eight Shakespearian plays in weekly one-hour adaptations. The plays were prepared for radio and directed in their production by Brewster Morgan of my department. Mr. Morgan attracted so much attention through the originality and quality of his work that we lost him—to MGM as an associate producer. I am working at this time on a new radio program that will feature a comedian in whom Hollywood has yet to see possibilities. Fifty-two weeks from today, that man will have a movie contract. Why? Because in those fifty-two weeks radio will have enlarged his audience from a few hundred to millions; will have created for him a popular demand large enough to remove all risks—as far as Hollywood is concerned — in signing him to the contract.

Which is as it should be. Hollywood can't afford to take chances on unknown talent or untried forms of entertainment. Radio can.

Hollywood must have some tangible evidence of what the public wants before it takes on the expense of a film production. Radio still has the facilities for experimentation. Time, network, and—most important of all—a large audience are available to us for the development of new ideas, new material, new players. Whatever survives our testing — whether it is writing, production, or talent — automatically becomes eligible for West Coast acceptance. Without the slightest exaggeration—or rancor—I think we may fairly paraphrase the slogan of the city of Trenton, N. J., to read: "What radio makes, Hollywood takes."

But we also are faced with conditions under which we cannot afford to take chances in what we offer to our audience. We have commercial sponsors, spending thousands of dollars weekly to attract large nation-wide audiences; men who cannot afford to experiment with the unknown and untried. How these sponsors have utilized Hollywood talent on their programs is too well known to mention here.

Why they have done so, I have just tried to explain. When it comes to airing a *big* program at *big* cost for a sponsor we are in the same position as picture producers. We *must* use established names. That is where cooperation is most needed in the relationship of radio and movies, insofar as it concerns both.

FOREIGN



One couldn't carry on life comfortably without a little blindness to the fact that everything has been said better than we can put it ourselves.
—GEORGE ELIOT.

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Regulations; International Broadcast Stations

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International Broadcasting Union

•

Department of Commerce Activities

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World Markets Survey

~ INTERNATIONAL ~ BROADCAST STATIONS

Digest of Regulations Governing Their Establishment and Operation, Together with Available Groups of Frequencies.

The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception.. Frequencies for these stations are allocated from bands assigned (between 6,000 and 26,600 kilocycles) for broadcasting by Article 7, General Radio Regulations, annexed to the International Telecommunication Convention, Madrid, 1932.

A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the international broadcast service.

2. That the station will render an international broadcast service.

3. That the program production and experimentation will be conducted by qualified persons.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

(a) A licensee of an international broadcast station shall not make any charge directly or indirectly for the transmission of programs, but may transmit the programs of a regular broadcast station or network, including commercial programs, if the call letter designation when identifying the international broadcast station is given on its assigned frequency only and the statement is made over the international broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast. In case of the rebroadcast of the program of any broadcast station, Rule 177 applies.

(b) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly for the simultaneous transmissions of programs by the international broadcast station, nor shall commercial accounts be solicited by a licensee of another broadcast station or network or by others acting in their behalf upon representation that the commercial program will also be transmitted by an international broadcast station.

(c) Station identification and program announcements shall be made with international significance suited for the foreign nation or nations for which the service is primarily intended or in which the reception is believed to be best on account of the frequency, season, hour of operation, etc.

(a) The following groups of frequencies are allocated for assignment to international broadcast stations on an experimental basis:

Group A	*Group B*	*Group C*	*Group D*
6020 kc	9510 kc	11,710 kc	15,110 kc
6040	9530	11,750	15,150
6060	9570	11,770	15,170
6080	9590	11,790	15,190
6100		11,810	15,210
6140		11,830	15,230
		11,850	
		11,870	
		11,890	

Group E	*Group F*	*Group G*	*Group H*
15,250 kc	17,760 kc	21,460 kc	25,625 kc
15,270	17,780	21,480	25,650
15,290	17,800	21.520	25,675
15,310		21,540	25,725
15,330			25,750
			25,800
			25,825
			25,850
			25,875

(a) No international broadcast station will be licensed for a power output rating less than 5 kilowatts.

(b) While conducting apparatus experiments and in case adequate signal is delivered in the foreign country being served, the operating power output may be less than 5 kilowatts.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. The number of hours operated on each frequency.
2. A list of programs transmitted of special international interest.
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.
4. Research and experiments being carried on to improve transmission and to develop international broadcast and the frequency assigned.
5. All developments or major changes in equipment.
6. Any other pertinent developments.

(b) A separate license and call letter designation will be issued for each frequency except that where frequencies in two or more groups are required to maintain a particular international broadcast service to certain foreign country or countries, one frequency from each of the groups required may be authorized by one license and one call letter designation. In such cases these frequencies shall be used consecutively during a day as required and they shall not be used simultaneously either on the same transmitter or different transmitters.

(c) Not more than one frequency in any group in subsection (a) of this rule will be assigned to a station.

(d) An applicant shall select the frequency which it is believed is best suited to the experiments to be conducted, for reception in the foreign country or countries for which the service is intended, and for a minimum of interference to other international broadcast stations.

(e) Applicants shall file a separate application for each frequency or frequencies requested in different groups as provided in subsection (b) of this rule.

FOR FOREIGN
RADIO ACTIVITIES

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INTERNATIONAL BROADCASTING UNION

• HISTORY AND SCOPE •

Most Successful of Post-War International Institutions, It Is Now Making New, Systematic Study of Broadcasting Problems

by A. R. Burrows, Secretary-General
51 Quai Wilson, Geneva, Switzerland

THE International Broadcasting Union (or the Union Internationale de Radio-diffusion) has been spoken of by one of Europe's leading statesmen as perhaps the most successful of the post-war international institutions in the finding of practical solutions to complex and delicate problems. The Union does not make this claim itself but much of the progress that has been made in broadcasting in Europe during the last 12½ years, under difficult and for some time adverse conditions can justly be attributed, either to the systematic studies made within the Union or to the friendly and corporate spirit which has grown in recent years amongst the European broadcasting organizations under the influence of the Union.

Through the Union also valuable links have been established between the European broadcasters and the principal broadcasting organizations in other Continents—notably with the National Association of Broadcasters (Washington), the great chains of the United States of America, the Asociacion de Broadcasters Argentinos (ADEBA) (Argentina), the Japanese broadcasting organization, the Canadian Broadcasting Commission, All India Radio, the Netherlands East Indies Broadcasting Services N.I.R.O.M. & P.M.O.H.I., the Chinese National Station, Nanking, the principal broadcasters (State and private) in the Commonwealth of Australia, the New Zealand Broadcasting Service, the South African Broadcasting Corporation, the Office Chérifien des P.T.T. in Morocco, and the Radio Corporation of Porto Rico.

Objects of the Union.

The International Broadcasting Union has for its objects:

The establishment of relations between the various European and non-European organizations operating broadcasting services.

The promotion of the interests of broadcasting in every domain.

The centralization of the study of all questions of general interest which have arisen, or may hereafter arise out of the development of broadcasting.

The realization of any scheme of a nature likely to promote such development.

The statutes of the Union state that with the above objects in view the Union shal collaborate with any State Administratio in charge of Telecommunications, with th Administration concerned in each countr with the broadcasting services and organ izations, and with the International Bureau of the Telecommunication Union.

The Statutes also allow for co-operatio with any other official international organ ization concerned in the problems of broad casting and with any other organization society, company, group or person whos co-operation would facilitate the realizatio by the Union of the object which it pursues

The Union, while having striven at al times to keep itself apart from national o international political questions has pursue

consistently from the first the policy of making broadcasting a medium for the development of a better understanding between nations. This work is mentioned appreciatively in a report of the Intellectual Cooperation Organization to the League Assembly of September 1937. The same report recommends to the Assembly close cooperation between the Intellectual Cooperation Organization and the International Broadcasting Union which it recognizes as being the most influential organization in the field of broadcasting.

The creation of an International Broadcasting Union was decided upon at London on March 18, 1925, following Swiss proposals for an international organization combining all interests likely to be associated with wireless telephony, and those of the old British Broadcasting Company for one consisting exclusively of actual broadcasters. The headquarters of the Union was established at Geneva on May 1, 1925 and an Observation Centre was opened at Brussels in 1927.

Constitution.

The Statutes and the Finances and general policy of the Union are the affairs of a General Assembly at which may be present representatives of all member organizations, Full Members and Associate Members. The Assembly also elects a Council.

The original Council consisted of representatives of the broadcasting organizations of nine countries: Austria, Belgium, Czechoslovakia, France, Germany, Great Britain, Holland, Norway and Switzerland.

To-day the Council has 27 members representing the 27 countries in the European zone which have members within the Union. The President of the Council is Mr. Dubois (Holland) Director of the Dutch Central Broadcasting Board (NOZEMA). To expedite the work of the Council there is a form of "Cabinet" known as the Bureau. This consists of the President of the Union; three Vice-Presidents; Vice Admiral Sir Charles Carpendale (Deputy Director General of the B.B.C. and President of the Union during its first ten years of existence; M. R. Jardillier (France) Ex Minister of Posts and Telegraphs; His Excellency, Prof. G. C. Vallauri (Italy) and Prof. V. Ylöstalo (Finland).

The studies approved by the Council are examined by various Committees or groups of Experts—the Legal Committee (President: M. le Dr. Sourek, Czechoslovakia); the Programme Committee (President: C. A. Dymling, Sweden) and the Technical Committee (President: M. R. Braillard, Belgium).

Under the protocols of Prague and Lucerne the Governmental Departments within the European zone, which have an interest in the subjects under examination by the Union, may be present and take part in the discussions of the various organs of the Union. Delegates of the European Telegraph Administrations, of the Berne Bureau of International Telecommunications Union and of the League of Nations Section of Communication and Transport are invariably present at the Union's meetings.

Meetings.

Since the foundation of the Union at London in March, 1925 there have been 21 meetings of the Assembly (Annual, General and Extraordinary) and 124 of the Council. These meetings have been held at Amsterdam, Barcelona, Berlin (2), Brussels, Budapest, Como, Geneva, Lausanne, London, Lucerne, Montreux, Paris (2), Prague, Rome, Semmeringt (Austria) and Warsaw.

In order that there may be the freest possible exchange of viewpoints the meetings of the Union, like those of other bodies of a similar character, are private in character. Communiqués are issued on decisions of public interest.

Twelve and a Half Years of International Broadcasting Progress.

(*a*) *Transmitting stations—and listeners.*

It is probably of interest to compare the European broadcasting situation when the Union was founded in March, 1925, with that of to-day.

Eight European countries were represented at the Informal Conference at London in 1925. According to the minutes of that meeting it was estimated that the broadcasting stations in Europe at that moment radiated a total energy of 80 kilowatts of which 43 kilowatts were radiated by the stations of Great Britain.

At the end of February, 1937, the radiated energy of the 408 stations, included within what is officially recognized as the European zone, was about 8096 kilowatts.

As to the number of listeners to the broadcast programs there is less difficulty in obtaining precise figures now than was the case in 1925.

At the latter date it is doubtful whether Europe's potential wireless audience exceeded 6½ millions (of which no less than 5,200,000 were in Great Britain). The Geneva Office of the Union produced in April, 1937, a statistical chart showing the potential wireless audience in the European zone at the end of 1936 to be no less than 100 millions, excluding Spain and Soviet Russia.

The members and associate members of the International Broadcasting Union had at the end of 1936 a possible total wireless audience of 230 million persons. The responsibilities of these organizations and of the International Broadcasting Union in respect to its decisions, and the lines of conduct which it recommends are therefore very considerable.

The Union as a whole, like its Council and its Committees works quietly. It is

sometimes criticised, even by its friends, for working too quietly.

The Union works quietly, not because it is engaged on tasks for which it fears the light of day, but because it is constantly exploring new territory, and experience throughout the realm of international research shows that objective study is best accomplished in an "atmosphere" as free as possible from publicity and polemics. For the Union's decisions insofar as they affect the listening public the fullest discussion and criticism is welcomed.

(*b*) *Technical observations and research.*

Some idea of what is happening behind the scenes may be gauged from the fact that since March, 1925, the Geneva Office has written about 40,000 letters and has sent out 6,900 circular communications, ranging from single-page programs of concerts available for radiation in any country member of the Union to long detailed reports showing the practice throughout the world in such specialized activities as "Broadcasting to Schools", the diffusion of information on agricultural and general questions of rural interest.

The Observation Post of the Union at Brussels, which has an expert staff on duty throughout the broadcasting hours of each night, has made since April, 1927, more than a million individual and precise measurements of the transmitting wavelengths of shortwave stations throughout the world, (which observations are recorded and distributed periodically amongst the stations concerned.) In addition, over 250 hours of observation have been made in respect to the behavior of the European stations modulation.

In the first days about 80 measurements were made each night with an average precision of from 3 to 5 parts on 10,000. These measurements have now risen to at least 600 each night but with an accuracy of from 2 to 3 parts in 10 millions. The measurements have all been recorded on charts circulated at regular intervals amongst the interested broadcasters and the technical Press.

The Brussels Office has also studied over 20,000 metres (12½ miles) of automatically recorded impressions made at Brussels and other parts of Europe (the B.B.C. research laboratories included) providing data for studies upon the propagation of signals from broadcasting stations. This enormous length of recordings represents about 25,000 hours of observations. About 16,000 interventions have been made by letter, telegram and telephone to point out irregularities in transmission likely to cause interference. A strikingly high proportion of these interventions have been effective. These activities are all directed to the constant development of the efficiency of the services given by the broadcasters to their listeners.

(*c*) *Programs.*

The International Broadcasting Union has already been mentioned as having taken, since the first days of its existence, a positive attitude in the policy of giving to listeners the pick of the European and overseas programmes.

In 1925 the I.B.U. asked the European Telephonic Administrations to give consideration to the inclusion in the European telephonic network of a number of circuits capable of transmitting complex musical sounds as well as speech. This study was immediately put in hand by the "Comité Consultatif International des Communications Téléphoniques à grande distance" (C.C.I.F.) and within two or three years new improved telephonic circuits began to spread outwards from various capitals and to make contacts at the frontiers.

Whilst this improvement was taking place the Union instituted "National Nights" in which concerts were given and radiated in many parts of Europe dedicated to a specific country. To-day, by means of improved telephonic circuits and shortwave radiotelephonic circuits, concerts and other events of national importance are handled from country to country as part of a daily routine.

A detailed account of what has been accomplished by members of the International Broadcasting Union, individually and collectively, in the development of broadcasting as an instrument for the creation of better international relation was published in July 1937 in No. 4 of "Radiodiffusion".

At the moment the Union is setting out upon a new and systematic study of the problems associated with the broadcasting of the spoken word.

The International Broadcasting Union's Observation Post at Brussels is about to be transferred to a building specially designed and built for the purpose. Its equipment which is already amongst the most sensitive in the world will at the same time be completely modernized. The Director of the Brussels Observation Post is Raymond Braillard, President of the Technical Committee. The Assistant Director is Prof. E. Divoire, of Brussels University.

The Headquarters Office of the Union at Geneva, besides undertaking the organization of the Union's Conferences and the executive work arising from these Conferences, centralizes the international exchange of programs, and acts as a clearing house of information on practice and development in administrative artistic and legal aspects of broadcasting. Its Director (who is also Secretary-General of the Union) is A. R. Burrows (First Director of Programs of the British Broadcasting Company) and its Assistant Director M. Maurice Dovaz (Switzerland). The Geneva Office produces, beside routine studies required for the Council and Committee meetings, a Monthly Bulletin (for private circulation) and a six-monthly review (for public circulation) entitled "Radiodiffusion."

THE DEPARTMENT OF COMMERCE
and its
ACTIVITIES REGARDING RADIO

By
JOHN H. PAYNE
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Washington, D. C.

The Bureau of Foreign and Domestic Commerce has only one objective to guide its activities. It aims to serve industry in every way possible, principally along the line of business promotion. Because of the nature of this activity, it is frequently in a position to be able to supply information in regard to other phases of the radio industry, such as engineering, statistics, applications, etc., which may be asked either by students or laymen outside of industry.

Emphasis is placed on foreign business inasmuch as this is where the greatest service can be rendered. American companies, obviously, do not need assistance in their domestic business to the same extent that it can be of use in their foreign activities.

Radio assumes a leading position in the Electrical Division's activities, since it is the largest item or group of items classified as a unit, in our exports. Recently, it has represented 30 per cent of the total exports of all electrical commodities from the United States to the rest of the world.

The Bureau serves industry through three rather distinct organizations—first, its 25 District and 53 Cooperative Offices located throughout the United States, through which it has rather intimate contact with all American individuals or businesses wishing to avail themselves of its services; second, through 34 Foreign Offices located in the capitals of the more important countries of the world, making intimate foreign contacts on behalf of American industry; third, a highly specialized headquarters organization in Washington, providing experienced people in each phase of industry.

For an exporter, a District or Cooperative Office can perform such services as these: indicate where there is a market for American goods; explain how best to enter a market; specify the terms on which goods are ordinarily sold in a particular market; provide data as to the competition to be encountered from foreign sources; furnish lists of buyers in the principal markets of the world; and render many other services.

The Foreign Offices form a vital element in the Bureau's service. They constantly provide data on all the significant economic, commercial, and financial developments of the various countries. They interpret the decrees, laws, and regulations that are promulgated with great frequency under modern conditions. They report on the general business situation in a specific foreign market—the competition between American goods and the products of other countries—the import duties and restrictions that may be imposed — sales methods and credit terms—and the foreign-exchange situation, when pertinent. They conduct surveys covering specific commodities in definite foreign markets, and provide a variety of other current special data.

While the Industrial Divisions render specialized services to specific industries, there are in the Bureau ten divisions devoting intensive study to various distinctive phases of economic effort. In response to inquiries from industry, they can supply information

not otherwise obtainable on some of the highly specialized aspects of the economic system.

The Economic Divisions include:

Commercial Intelligence — provides practical information in regard to thousands of foreign firms available for American representation.

Commercial Laws — covers the field of legislation and regulations affecting business in all foreign countries.

Finance — makes available information regarding foreign debts and budgets, collections, exchange, and other monetary data.

Foreign Tariffs—as the name indicates—provides full information on this subject for all countries.

Foreign Trade Statistics — gathers and analyzes all available figures on American exports and imports, and publishes them in convenient form.

Transportation—offers full information regarding shipping routes, schedules, rates, and other shipping facilities.

The Bureau maintains twelve Industrial Divisions, staffed by experts conversant with the details of a given industry. These divisions bring the Bureau into direct and vital touch with producers and dealers, making possible the establishment of mutually helpful relationships. For each industry, there is provided a highly specialized service, satisfying some of its peculiar and characteristic needs for statistical and other information. Necessary supervision, and material is disseminated to the many trades in the most effcient ways that can be devised. Most of the material is provided by representatives of the Departments of Commerce and State stationed in foreign countries; the information covers a wide field of industrial and trade activities and is released to business in periodical and special bulletins.

The Electrical Division, one of the twelve similar industrial divisions, renders broad commercial services to the American electrical and radio industries. Its Radio Section serves the manufacturers of broadcasting and receiving equipment, as well as the broadcasting operators. An exchange of foreign and domestic short wave programs has been established in cooperation with the Radio Manufacturers Association, whereby a summary of the outstanding American short wave programs is made available to publishers throughout the world, and a similar summary of foreign programs is made available to the American press.

The Division concentrates on obtaining and offering data which the industry lacks the means of securing through its own endeavors. With respect to radio, a responsibility devolves on the Division to collect information regarding the widely varying conditions in other nations, in order to be qualified to inform American industry of world developments, prospective markets, needed adaptations, and other related matters.

Since short wave broadcasting is distinctly an international activity, its operations are well within the scope of the Electrical Division's activities. Surveys have been made to develop the effectiveness of American short wave broadcasting. Both its good qualities and its limitations as brought out in these surveys are passed on to the American short wave operators for their guidance.

Criticism from the radio or other electrical industries is solicited by the Division, in order that it may improve and make its services more useful to all interested in using them.

EXPORT MARKET SURVEY

The comprehensive survey of the foreign radio market, immediately following, was prepared with the assistance of the far-flung consular service of the U. S. Department of Commerce. Statistical information in each instance reflects the latest available data.

FOREIGN RADIO MARKETS

● *An International Digest* ●

This official, authoritative survey of the World's radio markets is based upon latest reports compiled by the Electrical Division of the Bureau of Foreign and Domestic Commerce, United States Department of Commerce.

ALGERIA

General—The general economic situation of Algeria has been very unsatisfactory for several years past. The number of radio sets in use, however, has increased steadily and rapidly during the depression years, notwithstanding general price advances.

Sets in Use—As of July 31, 1937, there are officially registered 69,700 receiving sets. It is estimated that the total number of radios in Algeria is around 75,000. Population and purchasing power considered, Algeria offers a very good market for radio sets.

Sources of Supply—France is now the leading supplier of radio receivers to the Algerian market and it is estimated that around 70 percent of the sets in use here are of French origin. Holland occupies second place in the market, followed by the United States and Germany. Tubes of the better class come principally from Holland and the United States, but on a quantity basis France is the leading supplier. It should be pointed out, however, that the predominance of France in the supply of radio merchandise to this market is a purely artificial situation, brought about through quota limitations.

Tariffs and Restrictions—The quota system is controlled by a committee appointed by the American Chamber of Commerce at Paris, which committee allots to Algerian distributors quarterly a certain arbitrary percentage of the entire American radio quota for France. Intending importers must hold permits issued by the committee.

Broadcasting—Radio-Algera, the only broadcasting station in Algeria, operates upon a wave length of 365 meters, with 12,500 watts antenna power. Some experimental short-wave (24.75 and 33.48 meters) broadcasting has been undertaken for the particular benefit of those Algerians residing in France and elsewhere in Europe.

Advertising—Efforts have been made at various times to improve the quality and appeal of Radio-Alger's emission by eliminating, or greatly curtailing, commercial broadcasting. However, the revenue derived from radio advertisers is badly needed and it has been decided to continue advertisements for the time being. Rates are 5 francs ($0.166) per word, with substantial reductions made for volume advertising.

Regulations—Radio in Algeria is under the direct control of the Department of Post, Telephone and Telegraph.

Sets in Use—69,700.

Stations—1.

AUSTRIA

General—Although American participation in the market is distinctly limited because of artificial barriers, there is considerable interest in American equipment, which should result in a definite demand if and when the barriers are removed.

Sources of Supply—There are very few foreign sets on the market in Austria. The importation of radio sets is subject to special permits and these usually are granted only to manufacturers for laboratory study, or to settlers when part of household effects. Telefunken have a control of the sale of foreign radio apparatus on the basis of their patent rights. American sets are considered excellent and very inexpensive, but on account of the restrictions, importation is practically impossible.

Patents—Basic radio patent rights are controlled by the Telefunken interests of Germany, which also maintain manufacturing establishments in Austria.

Central Receivers—Two towns in Upper Austria, Gmunden and Vocklabruck possess a rebroadcasting system erected by a private firm, because for atmospheric reasons the hearing of the general program is very weak. Listeners pay the usual "listeners" fee of 2 schillings per month to the RAVAG and an additional small sum to the company in question and obtain good reception.

Short Wave—Short wave broadcasting in Vienna is on an experimental basis. There appears to be little interest in reception of foreign short-wave broadcasts. American short-wave broadcasts are received only on the more expensive high powered sets.

Advertising—No provisions are made for any sort of advertising.

Transcriptions—On an average, records are used for about 1½ hours daily. Generally light music is transcribed, principally German, English, French and Italian records are also used to a limited extent. When transcribing light music, English is more frequently used, occasionally French but seldom Italian. The possibility of supplying American transcriptions, with or without advertising, are not favorable at present. Ravag, however, would be interested in hearing from United States' firms in this matter.

Regulations—By a Federal law of Jan. 23, 1935, amending and revising the existing regulations, the production and trade, importation and possession of radio broadcasting transmitting and receiving apparatus, equipment and tubes requires, in addition to the usual import license, a special permit from the Telegraph Administration for

which an annual fee of ten schillings must be paid. This permit has to be obtained even before licensed imports will be cleared by the customs authorities. Radio owners are also subject to a listener's license fee, paid to RAVAG, which costs 2 schillings monthly for private owners, 6 for public places such as cafes and theaters, and from 6 to 20 schillings for dealers and manufacturers, according to the size of the city and the number of persons employed.

Sets in Use—645,000.

Stations—9.

ARGENTINA

General—Despite the fact that most of the radio sets sold in Argentina are manufactured or assembled locally, there continues to be a very good outlet for the sale of American component parts, tubes, and other material. The Association of Argentine Broadcasters estimates that on May 30, 1937 there were 1,000,000 sets in use. Of these million sets, the Association estimates that 215,000 were imported, 542,000 were assembled in the country, and 243,000 were completely built in the country. The total value is placed at 75,000,000 pesos. According to these estimates there is a radio set for every 12.02 persons in Argentina, or, 41.5 percent of the families.

American radio products appear to have adequate representation in this market; in fact, the volume of business is so large in tubes and parts that competition is particularly keen, and many dealers complain that little or no profit can be made in most items. In addition, there is the domestic industry which is quick to imitate and reproduce foreign receiving sets and parts at a much cheaper price, in order that same may be sold to a large share of the market which cannot afford the imported articles.

Sources of Supply—The Argentine radio manufacturing industry is firmly established and supplies most of the receiving sets, although a large share of the component parts and most of the tubes come from the United States. This varying proportion of American participation makes it difficult to fix the exact share of the total Argentine business obtained by United States exporters, although some idea may be obtained by a study of the Argentine import statistics general status of the local industry.

Probably 35 or 40 percent of all receiving sets sold per year are represented by American trade names (excluding a small volume of locally built sets which have preempted United States trade marks). Of this American percentage, only a relatively few sets are imported in the complete form. One well known American set, for instance, is produced in a Buenos Aires factory which makes all of its component parts locally with the exception of tubes, electrolytic condensers, resistors and volume control. Several other American lines are imported completely knocked down, with some parts obtained locally, while still other American sets come in partially assembled.

Approximately 10 to 15 percent of all sets sold is accounted for by the European manufacturers. Some of these are still imported in the complete form, but the trend is toward further domestic assembly. In fact, the Philips company is now reported to be making all of its sets for Argentina in a local factory.

Patents and Trademarks—There has been no recent outstanding litigation over patents concerning radio.

Tariffs—Argentina's import tariff on radio sets is based on weight and number of tubes, cabinets being included in the weight. According to the Argentine tariff, the duty is 42 percent (including surtaxes) on arbitrary fixed valuations of 6.82 paper pesos per kilo on sets of up to 4 tubes; 11.36 paper pesos per kilo on sets of 5 to 7 tubes; and 15.91 paper pesos per kilo on sets of 8 tubes or more. In addition there are other fixed port charges such as slingage, statistical fees, etc., amounting at times to as much as 7 percent more. Changes are in prospect, and should be verified before using.

Television—There have been a few local experiments with television in the past, but there are no recent developments along this line.

Facsimile—There are direct circuits for facsimile transmission from Buenos Aires to New York, London and Berlin, although there is no internal service in Argentina.

Broadcasting—There are 57 Argentine broadcasting stations listed by the Post & Telegraph Department. Of this number, 38 long wave and 2 short wave stations are actively operating, 9 more are under construction, and the remaining 8 are projected. Of the stations actively broadcasting, the recently opened LRA station is operated by the Federal Government, 5 more are under the control of provincial governments, and the remaining 34 stations are privately operated. The control of broadcasting rests with the Direccion de Correos y Telegrafos (Post and Telegraph Department).

Chain broadcasting is now a regular feature in Argentina. On a recent special occasion there were 37 stations on the same program. The average chain broadcast, however, comprises a much smaller number, and generally links Buenos Aires, Rosario, Cordoba, Bahia, Blanca, Mendoza, Santa Fe, and sometimes Montevideo, Uruguay.

Advertising—Argentinean stations' wide range of programs, practically all of which contain a certain amount of advertising.

Short Wave—Occasionally foreign short-wave programs from the United States, Europe, or South America are re-broadcast locally on long wave. This service is made available by the international communications companies which have facilities near Buenos Aires for receiving and relaying the program to the broadcasting station.

One drawback to the re-broadcasting of foreign programs is the fact that they are often not in Spanish, giving little or no incentive for the local stations to re-transmit them. Owing to the minor percentage of short-wave listeners, it is believed that certain American firms having a large volume of sales in Latin America could reach a fertile field by sponsoring programs in Spanish, and having them picked up and re-broadcast on long wave in each country.

Within the past few months it is reported that American short wave stations have had better reception in Argentina. The United States advance programs, are printed daily in Buenos Aires papers. Stations in Germany, Italy, Russia, and Great Britain are also heard nightly in Buenos Aires. All of these European stations are said to employ high-gain directive antennae for transmission, in addition to which the German and Italian stations have regular broadcasts in Spanish. At present a scheme is under

way for the mutual exchange of programs between Argentina and Brazil, in which the two governments would cooperate.

Transcriptions—The market for American transcriptions is believed to be definitely restricted for two main reasons: the reluctance of most broadcasting stations to pay correspondingly for quality transcriptions, and the fact that these transcriptions are now being made to specification in Buenos Aires, and thus come closer to meeting local requirements, inasmuch as Argentine talent is used exclusively. The Buenos Aires firm of "ACORT" not only makes transcriptions of all types and sizes, but also offers a recording and control service which checks programs for the benefit of advertisers, composers, and other interested parties.

Regulations—The Argentine basic regulations covering radio broadcasting are dated May 3, 1933, with a supplementary decree concerning amateurs dated Oct. 30, 1935. They embody no unusual points.

Sets in Use—1,000,000.

Stations—40.

AUSTRALIA

General—With a population of slightly less than 7,000,000, Australia today has 940,068 licensed radio receiving sets, 100 regular broadcasting stations and close to 1,800 licensed amateur stations. Sets operated without licenses unquestionably bring the total to above 1,000,000. The demand for transmitting and receiving equipment is met largely by manufacturers in Australia, who have for several years enjoyed substantial tariff protection and who have been further assisted since May 22, 1936, by the complete prohibition on imports of "wireless receivers, parts thereof and accessories thereof" from non-British countries, except with the written consent of the Minister for Trade and Customs.

Sources of Supply—Where the United States was by far the outstanding supplier of radio goods to Australia from the early days of broadcasting, this position is being lost through the rapid development of the Australian industry and the discriminatory operation of Australian import restrictions. The Netherlands appears to be the principal foreign beneficiary of this administration. Philips is becoming firmly entrenched in this market where the concern was of little importance previously, through advantages granted to all non-American sources of radio equipment for the Australian market. All classes of radio equipment are now manufactured in Australia. Amalgamated Wireless (Asia) Ltd. having the dominant position. Several American brands of receiving sets are manufactured under license in Australia.

Patents—Amalgamated Wireless (A'sia) Ltd. owns the perpetual right to use and exploit the Marconi patents in Australia and in addition holds the Australian rights for some of the most important American patents relating to radio apparatus. Virtually all worthwhile patents relating to radio receiving sets are controlled in Australia by a pool known as Australian Radio Technical Services & Patents, Ltd.

Television—There has not so far been any television broadcasts in Australia. The subject of television is being followed closely by Amalgamated Wireless and the Postmaster General's Department, but both organizations appear to hold the opinion that it will be some years yet before television becomes a practical matter in Australia.

Short Wave—Australia was the first British Dominion to establish a regular overseas broadcasting service to the world on Sept. 5, 1927. This service is operated by Amalgamated Wireless, and its purpose is to keep overseas countries informed of the resources and tourist attractions of the Commonwealth. These world-wide short-wave broadcasting services are operated from station VK2ME Sydney, VK3ME Melbourne, and VK6ME Perth. Short-wave reception is very popular in Australia, and the short wave range required by purchasers, in sets at prices permitting its inclusion. Reception from all parts of the world is good, although the U. S. has been poorly received due to lack of beam transmission.

Broadcasting—The broadcasting set-up in Australia combines the features of both the English and American systems, in that there are some stations owned and operated by the Government, while there are others owned privately. The former are known as "National Stations" while the latter are called "Commercial Stations." At the end of June, 1937, there were 20 "National Stations" and 80 "Commercial Stations," which receive no part of the listener's license fee but depend solely on the broadcast of advertisements or sponsored programs for their revenue. As a rule, these stations are owned and operated independently but there are 15 commercial stations associated in what is known as the "Commonwealth Broadcasting System" which is operated by the Commonwealth Broadcasting Co. Pty. Ltd., State Shopping Block, Sydney. It is claimed that this system reaches two-thirds of all radio listeners in Australia; but the stations associated in this group do not always operate as a part of a network.

Advertising—Practically all of the stations, other than those of the National Broadcasting Service, broadcast advertising.

Transcriptions—Most of the broadcasting stations, particularly the "commercial stations," depend largely on transcriptions for their programs. American transcriptions are among the most popular, and many are sold.

Sets in Use—950,000.

Stations—98.

BAHAMAS

General—There is no broadcasting in the Bahamas, nor is the establishment of a local station seriously contemplated. Radio users depend principally on stations in the United States, especially those in Florida, about 200 miles distant.

According to the best estimates available, there are between 1,000 and 1,200 receiving sets in use in the Colony. There are 5 amateur transmitting licenses in force. While a fee of 5 shillings should be paid on each receiving set, it is understood that the owners of the majority of the sets in use have not paid this fee.

Demand for Radio Sets—Sets most in demand cover the ranges 550 to 1,500 kilocycles and 6 to 15 megacycles, and have from 6 to 8 tubes.

The principal demand is for radios selling locally at from $55 to $75, though there is a market for both cheaper and more expensive ones.

Sources of Supply—Practically all sets on sale in the Bahamas are imported from the United States. There is no local manufacture whatsoever and no importation from European countries. Customs duties on radio sets and component parts are 20 percent ad valorem, based on the c.i.f. coast in Nassau, except in the case of imports from other parts of the British Empire, in which case they would be half that figure.

Sets in Use—1,000-1,200.

Stations—None.

BELGIUM

General—On March 1, 1937, the total number of sets in use in Belgium was 882,548, and factors in the trade predict that at the rate of increase registered in 1936 the saturation point in sales will be reached in Belgium within 5 years, since it is estimated that there are only 1,500,000 potential users of radio receivers in the country. However this conjecture does not take into consideration the number of sets to be replaced during this period.

Patents—Since the beginning of 1932, importers of radio sets and radio parts in Belgium have been subjected to many difficulties and annoyances by some groups who charged importers with infringement on their patent rights for the exclusive manufacture and sale of certain radio equipment.

Tariff Restrictions—There are no restrictions on the importation, sale, or ownership of receiving sets or parts, except the duty on imports and the license required by all owners of receivers for which a fee of 60 francs per annum is assessed on tube sets and 20 francs per annum on crystal sets (exemption from this tax is made to disabled war veterans). Under the terms of the agreement concluded between the United States and Belgium in 1935, there was a reduction in the rate of duty on radio tubes from 2.87 to 1.45 francs or about 50 per cent, while the rate of duty on complete sets and the supplement tax per tube socket was reduced about 15 per cent. The import duty on complete sets at present is 17 francs per kilo on the chassis and cabinet, plus 8.50 francs per tube socket and 1.45 francs per tube.

Short Wave—Short-wave broadcasts are very popular in Belgium and such programs from France, Italy, England, Germany, Spain, Sweden, and even the United States are sought with eagerness, though the difference in time renders the short-wave broadcasts from the United States very inconvenient.

Programs—The official station (I.N.R.) will complete its building in 1938, in which will be installed a modernly equipped studio with facilities to assure more satisfactory transmissions, and with the steadily increasing revenue from the license tax on radio receivers, of which 60 per cent is contributed to I. N. R., it will be possible to offer better and more varied programs.

Advertising—The unofficial stations must depend solely on revenue-producing propaganda for their operating income, but the advertising campaigns have so far been of local character and the rates charged for this service are quite nominal.

Regulations—There has been no fundamental change in the regulations for the control of broadcasting or the ownership of receiving sets in Belgium since the promulgation of the Royal Decree on June 18, 1930, providing for the establishment of the Institut de Radio-Diffusion. Under this decree, it was the purpose of the Government to create a monopoly on radio broadcasting, suppress all private stations, and provide for sufficient revenue through the license fee on receiving sets to cover the operating costs of I. N. R.

Sets in Use—882,548.

Stations—19.

BERMUDA

General—Market potentialities in Bermuda for radio receiving sets, as for other commodities, are definitely limited by the size and character of the Colony. The Islands are non-industrial, dependent largely for their livelihood on the tourist trade. There are but 30,000 inhabitants, excluding the visitors, three-fifths of the population being colored. The per capita wealth is modest, thus restricting the purchasing power. On the other hand, due to the very fact that there is no manufacturing of consequence, competition for locally fabricated radio sets is nonexistant. The use of receiving sets is general throughout the Colony.

Sales—During the calendar year 1936, approximately 700 sets were sold by dealers in Bermuda. Since the total number of sets now in use is only slightly in excess of the number a year ago—the comparative figures are 2,980 and 2,813—it is obvious that most of the 700 sets sold were for replacement. Under these conditions the improvement of models becomes an important inducement to further sales.

It is important to reiterate that the market for American products can not be held unless manufacturers in the United States give special attention to making available improved models and above all, models **especially designed for sea air and sub-tropical conditions** like those existing in Bermuda and other humid areas. The Dutch have evolved an export set which is said to resist the damp and the rust producing climate.

Sources of Supply—While American radio receiving sets have been sold almost exclusively in Bermuda during the past few years, a small percentage of British sets have likewise found a market. Until recently the predilection for the American apparatus has been sufficiently large to offset the preferential tariff, but latterly a new British model has come into the market which provokes keen interest. However, the most serious competition is now coming from Dutch sets, which competition makes it encumbent upon American manufacturers to introduce a greatly improved model for 1938 if their place as principal supplier is to be retained. Sales of British and Dutch receivers have already considerably cut down imports of American machines during the first few months of 1937.

Patents—No patent disputes in the radio field have ever come to the American Consulate's attention.

Tariffs—British radio sets enjoy a considerable preferential in customs duties, the tariff being 10% for Empire appliances such as receivers, parts and tubes, while the tariff for similar American products is 25%. There are no exchange restrictions, import quotas, or other artificial handicaps to the radio trade.

Short Wave—Effort should be concentrated in the export market upon the development of the short wave installation. Not only is there room for improving the receivers in this connection but the American broadcasting stations could well utilize higher power and make their programmes of greater interest to the non-American public. It is felt that the 49 meter wave band might usefully be abandoned in favor of shorter wave lengths, even the 19 meter wave having been

observed to produce the sharpest results well through the night when broadcast from European stations.

Broadcasting—No broadcasting stations have been established in Bermuda.

Regulations—No regulations are in force governing the use of radio equipment save for legislation prescribing that it is subject to government control for military purposes. A fee of five shillings (approximately $1.25) is levied once upon each receiving set put into use.

Sets in Use—2,980.

Stations—None.



BOLIVIA

General—It is estimated that approximately 20,000 sets are in use. There has been no appreciable increase for some years. The greater part of all radio sets sold in Bolivia are imported by representatives in La Paz of American manufacturers. There are no wholesalers, although some retail dealers do some wholesale business. Sales of sets are not brisk.

Sources of Supply—The demand is largely for American sets, because of price and because European tubes are difficult to obtain. Almost every large American radio manufacturer is represented.

Patents—No interference with sales have been reported.

Tariffs and Restrictions—Radios, radio batteries, tubes and accessories may be imported into Bolivia upon payment of a duty of 20 per cent ad valorem, plus a surcharge of 20 per cent of the duty and a currency depreciation surcharge of 384% of the duty and surtax combined.

Advertising—Local stations carry advertising. Foreign advertisers are assessed a 40% surcharge.

Transcriptions—An occasional program transcription has been used when supplied without cost by a manufacturer in the United States, but little progress has been made because of the depreciation of the local currency.

Sets in Use—20,000

Stations—4.

BRAZIL



General—No statistics, official or otherwise, are available covering the number of radio receivers in use in this country. However, trade estimates place the number at between 400,000 and 420,000, which, on the basis of the latter figure, are distributed geographically as follows: State of Sao Paulo, 189,000 sets, 45% of the total; Federal District and State of Rio de Janeiro, 168,000, 40 per cent; State of Rio Grande do Sul, 50,400, 12 per cent; rest of Brazil, 12,600, 3 per cent; total, 420,000.

It is estimated that between 90 and 95 per cent of all the radio receivers sold in this market are purchased on an installment basis, payments covering periods of from 6 to as much as 24 months. A peculiar angle to this situation is that the Brazilian, whether rich or in modest circumstances, prefers to buy on time, for the reason that he will be assured of some sort of service on his radio as long as payments are still due the dealer.

While the statistics show that the United States has managed to maintain its predominant position as a supplier during 1936, the increase noticeable in our receiver sales here over the previous year was less than that of Philips. An analysis of the figures reveals that U. S. shipments to this market during 1936 increased 20,036 kilos in volume, or 25 per cent, over the previous year, whereas imports from the Netherlands (exclusively Philips) increased 121,652 kilos, or 68 per cent, over the 1935 level. That German receivers are also gaining ground in the market is evident from the fact that the volume of shipments from this country increased approximately 72 per cent (27,332 kilos) over the same period.

Tariffs and Trade Restrictions—Radio sets and accessories and parts (excepting tubes) fall under Article No. 1583 of the Brazilian tariff, with duty payable according to the weight of the unit.

Short Wave—Short wave reception is very popular in Brazil. About 10 per cent of the sets in use are able to receive the United States and Europe regularly, although United States stations are largely under the disability of interference from European stations, with directed waves. American broadcasts, however, are not entirely satisfactory to Brazilians, because of language difficulties.

Chain Broadcasting—Considerable progress has been made in the field of network broadcasting in Brazil since the beginning of the present year and indications are that further developments of importance will be seen.

Advertising—The use of radio as a medium for advertising has increased considerably in recent years. This development may be attributed largely to the substantial upswing in receiver sales which has afforded wider listener coverage, as well as to the improved quality of programs available.

Radio advertising rates vary widely. A great majority of the stations now in operation in the country are usually in financial difficulties which fact has been responsible for widespread price cutting and has led the prospective advertiser to follow the practice of "shopping" for time.

Transcriptions—There has been a pronounced increase in the use of American made electrical transcriptions by some of the leading radio advertisers. Dance music with "dubbed in" Portuguese announcements have proven particularly popular and the use of transcriptions of this type is destined to expand.

Sets in Use—420,000.

Stations—65.

BRITISH INDIA

General—According to the Controller of Broadcasting, the number of licenses in force on April 30, 1937 was 43,334, and of those issued during the 12 months ended April 30, 1937, 21,557. Private estimates indicate at least 50,000 sets in operation. An official of the Wireless section of the Bombay General Post Office estimates 35,000 sets in operation in Bombay Presidency alone.

Demand for Sets—Importations into India of radio receiving sets and apparatus have been continually increasing during the past several years and a fairly good demand for ordinary receiving sets can be considered to exist. There are, however, various factors which mitigate against the increased use of radios. One of the chief factors at present is the poor quality of broadcasting here.

Sources of Supply—Competition has been decidedly keen. While it is believed that American sets continue to lead in popularity, Philips has aggressively pushed their sales in India. Bombay has continued to be the principal marketing center in India for radio broadcasting equipment. One of the outstanding features of the radio trade in Bombay is the increase in the number of makes of radio receiving sets on the market, a situation which some dealers view with alarm. There are now on sale here no less than 26 makes of American sets and about 9 British, 4 German, 1 Dutch, and several Japanese. While American sets clearly dominate the market, increases in American prices have caused local distributors some concern.

Patents—No difficulties regarding sales have arisen from patents.

Tariffs and Restrictions—Radio apparatus of all kinds, including tubes, is dutiable at 50 per cent ad valorem. A 10 per cent preference is given to manufacturers of the United Kingdom, but this has been of very little, if any, assistance to British exporters.

Central Receivers—As part of a program of rural uplift, the Government of Bombay inaugurated on April 1, 1937 a village broadcasting service consisting of special programs broadcast from Bombay to 18 American radio receiving sets installed in as many villages in the Thana and Kolaba districts. The receivers, operated by 6-volt batteries, are equipped with automatic time switches controlled by a hand-wound eight-day clock. Regular inspections are made by an engineer stationed at Thana. It is said that the service has been enthusiastically received by the villagers.

Short Wave—Interest in short waves is extensive. Programs are received from most of the important world-class stations, although American stations seldom come in well. The Government is giving special attention to short waves as a means of more readily covering India with Broadcasting service.

Broadcasting—The principal broadcasting stations in India are owned and operated by the Government India under the Posts and Telegraphs Department, the operating authority being known as "All-India Radio" (formerly the Indian State Broadcasting Service).

Advertising—There are no sponsored programs at present on the air in India. This form of advertising was tried out, but met with very little success, and has been practically discontinued although facilities are still available. The only thing approaching a sponsored program is the phonograph record music consisting of records lent by certain phonograph agents. In this case the make of the record is announced both in the Delhi programs published in the newspapers and by the announcer during the programs.

Regulations—The law forbids the sale of a radio set unless the purchaser can produce a license which has been purchased from Government authorities.

Sets in Use—50,000.

Stations—8.



BULGARIA

General—According to the special bureau for registration of radio sets, the number of licenses outstanding is about 30,000. It is estimated that some 4,000 or 5,000 additional sets have not been registered, thus putting the actual number of sets in use at about 35,000.

Sources of Supply—There are more than 40 different makes of radios on the Sofia market. Of these, more than half are of American origin, while the rest are from Germany, Austria, Netherlands, Italy, France, Hungary, and the United Kingdom, and Bulgaria. The United States held the leading place with about 39 per cent of the total imports in 1935, but in 1936 the American imports of sets were only 12 per cent of the total. The loss of American leadership was due principally to a change in the customs tariff effected in 1936.

Patents—Situation not important.

Tariffs—Radio sets and parts thereof for entry into Bulgaria are dutiable under paragraph 505 (b) of the Customs tariff, which provides for a customs duty of 400 gold leva per 100 kilograms of legal net weight (equivalent to gross weight with a 12 per cent allowance for tare). The additional taxes are an octroi tax of 20 per cent of the customs duty and a 4 per cent stamp duty which is charged on all imports.

Regulation—Broadcasting is now a monopoly of the Government, under the management of the Administration of Posts, Telegraphs and Telephones under the Ministry of Railways, Posts, and Telegraphs.

Advertising—Although there is some income from radio advertising, the policy has been a moderate one, and radio advertising has not over-burdened the regular broadcasting program. Most of the commercial advertisements are offered with music or some kind of entertainment, and only a small number are in the form of advertising copy. Only 10 minutes of the daily program are devoted to radio advertising (5 minutes at noon and 5 minutes in the evening) after the purely musical program is terminated.

Transcriptions—From 40 to 60 per cent of the musical program of the Bulgarian broadcasting service is recorded music without advertising, while the recorded program with advertising is included in the 10 minutes daily set aside for publicity.

Sets in Use—35,000.

Stations—4.

CANADA

General—With population extending over a distance of 3,000 air-line miles, the transmission of radio programs involves numerous outlets, heavy wire charges and timing difficulties due to the existence of five separate time zones in the country. Purchasing power is relatively high in Canada. The length of the winter season, coupled with the centering of much of social activities around the home, tends to promote demand for radio entertainment. Similarly, the great expanse of the country presents a good field for commercial radio communication.

Sets in Use—According to law, an annual license (fee $2) must be obtained each fiscal year (April 1 to March 31) for radio receivers. During the fiscal year ended March 31, 1937, the number of radio receiver licenses sold was 1,038,500.

According to a survey by Radio Trade Builder, a trade journal, the number of receivers in use in homes in Canada at the end of 1936 was 1,672,000, an increase of 13½ per cent over the estimate of sets in use at the end of 1935.

Toronto is the primary radio center of Canada as the majority of radio manufacturers are located in Ontario; Montreal is second as a manufacturing and distributing center and Winnipeg and Vancouver serve regional markets as jobbing points. Secondary commercial centers include Halifax or Saint John, in the Maritimes, and Regina, Calgary or Edmonton in western areas. Smaller cities serve localized market areas.

Demand—During 1936 members of the Radio Manufacturers Association of Canada reported total sales to dealers as numbering 239,777 with a list value of $22,347,329, of which A. C. receivers numbered 167,018 valued at $17,384,591 and battery sets numbered 59,739 valued at $4,182,933.

Following official statistics of radio sales since 1933 clearly reveal that a widespread market for receivers exists in Canada. It is estimated that the number of sets in use equals 69 per cent of the number of Canadian families.

Domestic Production—Twelve companies manufacture radio receivers in Canada and because of patent control and electrical inspection requirements these firms dominate the market.

Patents—For several years the more important Canadian radio patents have been under the control of a patent corporation known as Canadian Radio Patents, Limited. This corporation, which has its head office at 159 Bay Street, Toronto, Canada, originally took over for licensing purposes thousands of patents formerly held by individual concerns such as the Canadian General Electric Company, Limited, Northern Electric Company, Limited, Canadian Marconi Company and Standard Radio Manufacturing Corporation, Limited. It has since acquired patents and patent rights on its own account.

Canadian Radio Patents Limited hold that radio receiving sets manufactured by others, or imported into or sold in Canada embodying the following features: (a) Regeneration, feed back, or oscillation; (b) Tuned radio frequency; (c) Grid leak detection; (d) Neutralization of inter-electrode capacity; (e) Power amplification and power supply; or (f) Superheterodyne circuits; are infringements of the patents controlled by the corporation.

The privilege of the Canadian use of the patents controlled by Canadian Radio Patents, is given only to those firms which take out a license with the company and which manufacture in Canada. Even though a firm's receivers may be licensed under United States patents owned by firms also represented in Canadian Radio Patents, Limited, a license under the Canadian company is also required.

Tube Patents—A second patent holding corporation entitled Thermionics Limited, also at 159 Bay Street, Toronto, has announced that it owns or controls numerous basic Canadian patents covering the manufacture and sale within Canada of radio tubes to be used only in the non-commercial reception of public radio telephone broadcasting.

Tariffs and Restrictions—Canadian tariff information is subject to change and should be verified in advance of doing business in Canada.

Electrical transcriptions imported into Canada are subject to special administrative orders relative to the acceptable valuation for duty purposes. Collectors are instructed to appraise electrical transcriptions containing advertising matter imported from the United States at a minimum value of $7.50 per transcription, which is held to include the United States excise tax of 5 per cent. Transcriptions without advertising matter, usually furnished on a contract basis as a "library service" are valued for duty at a minimum of $4.00 each.

Television—This development is definitely in the experimental stage in the Dominion and its early practical application is discounted.

Amateur Radio—Amateur radio communication in Canada is organized along similar lines to conditions in the United States. The hobby has attracted many residents and in the last fiscal year a total of 2,821 amateur experimental transmission licenses were issued by the government. A good part of the conversations are with amateurs in the United States and equipment, prices and hookups are often under discussion, thus promoting demand for American lines.

Short Wave—Canadian broadcasting on the short wave bands is chiefly confined to commercial and police services aside from two stations (Toronto and Winnipeg). United States stations are picked up readily and at times when standard band reception from American outlets is unsatisfactory the programs often can be picked up from associated outlets using the short wave.

Broadcasting—Under the Canadian Radio Broadcasting Act, 1936, the Canadian Broadcasting Corporation on Nov. 2, 1936, took over governmental operation of the national broadcasting service and the control of all radio programs from the former Canadian Broadcasting Commission. Technical control of broadcasting stations reverted to the Department of Transport under the Radiotelegraph Act. The government-owned corporation is headed by a board of nine honorary governors and a general manager in charge of operations. The legislation charges the corporation to carry on national broadcasting in Canada and authorizes it to establish, maintain and operate stations, to acquire or make operating agreements with private stations, produce programs, and otherwise function as a governmental radio agency. The legislation envisages gradual extension of public ownership of radio in Canada and enlargement of coverage consistent with federal finances.

The principal difference between the Corporation and the Canadian Radio Broadcasting Commission which it replaced is that under the Com-

mission authority to act in matters of policy and administration were combined in one body whereas in the Canadian Broadcasting Corporation the board of governors will deal with questions of policy and administrative matters will be conducted separately. Broadcasting is considered a business controlled by a public service type of corporation (government-owned) rather than an activity under an administrative governmental organization. The Corporation reports to Parliament through the Minister of Transport. Operations are financed by license fees for receiving and broadcasting sets and by revenue from commercial radio business. Further, the Act provides that by order-in-council up to $500,000 may be borrowed from the government for the extension or improvement of broadcasting facilities. In addition, working capital not to exceed $100,000 may be advanced by order-in-council.

Although the nationalization of radio in Canada is in the transitionary stage, government policy has consistently favored the operation of radio as a public utility and all private broadcasting licenses have been issued with the understanding that the State may take over the facilities and that no value attaches for good will. The Canadian Broadcasting Corporation took over the network established by the Radio Commission which now comprises eight basic stations, namely, CRCV, Vancouver; CRCW, Windsor; CRCT (CRCX), Toronto; CRCY, Toronto; CRCO, Ottawa; CRCM, Montreal, CRCK, Quebec City; and CRCS, Chicoutimi, Quebec. Coverage of the network has been extended through agreements with 20 or more private commercial stations which carry the network program throughout the country.

Licenses for broadcasting are issued by the Department of Transport after the application has been referred to the Corporation for recommendation. The new radio law also specifies that the Minister of Transport will receive recommendations from the Broadcasting Corporation in connection with new private state licenses, change of channel, location or power.

The Broadcasting Corporation has recently completed a detailed survey of the coverage afforded by existing stations and in accordance with the conclusion that additional high-powered outlets were required, two stations are now under construction, both to be 50 kilowatt units. One is to be located at Hornby, near Toronto, Ontario, and the other at Vercheres, near Montreal, Quebec. It is expected that two more key stations will be erected within the next few years, one in the Maritime area and the other in western Canada. Consideration is also being given to a proposal to erect a powerful short-wave transmitter to permit Canadian participation in direct overseas broadcasting.

Programs—Programs broadcast in Canada may be classified under four categories: First, material presented by the Broadcasting Corporation, which contains no advertising and may be compared with sustaining programs which United States stations offer; second, commercially-sponsored programs which contain direct or indirect advertising and are released on a paid-time basis; third, sustaining programs broadcast by privately owned stations; and fourth, exchange programs from sources outside of Canada, chiefly the United States and the United Kingdom. Commercial programs have much in common with the type of advertising programs employed in the United States except that the limitations of the Canadian market do not permit the elaborate continuities and high-priced talent which is possible with national coverage of a larger consumer market. Canadian programs on exchange with United Sttes stations have become increasingly popular.

Advertising—Radio advertising from privately owned stations and outlets controlled by the Broadcasting Corporation is conducted in the usual manner under established regulations. The advertising content of any program is limited to 10 per cent of the program period and specific regulations cover permissible material in advertising continuities.

Transcriptions—The use of transcriptions is generally prohibited between 7:30 and 11:00 p.m., but at other hours they are extensively employed by broadcasting stations. The recording of incoming overseas broadcasts is frequently undertaken to permit more timely release of programs. Special recording apparatus of the Marconi-Stille type has been installed in the Broadcasting Corporation's station at Ottawa for recording important events for rebroadcasting at later dates. Special short-wave receiving apparatus is located at Ottawa.

Regulations—Statutory authority to suppress radio interference is contained in the Canadian Broadcasting Act. Detailed regulations for control of programs, station operation, news service and advertising were issued by the Canadian Broadcasting Corporation, effective Nov. 1, 1937. In addition the 1936 radio statute itself contains regulatory provisions regarding chain broadcasting hookups and political broadcasts. Technical requirements for station equipment are promulgated by the Department of Transport. Federal jurisdiction over radiocommunication was determined by a ruling of the Imperial Privy Council, Feb. 9, 1932.

Sets in Use—1,672,000.

Stations—83.



CHILE

Short Wave—Reception in Chile of American short-wave programs is not at all satisfactory. Too much interference is encountered, primarily with German broadcasting stations, which appear to be more powerful than the American. It is estimated for 1937 that 60,000 sets were in use.

Advertising—Radio advertising is still in the initial stage in Chile and has yet to be placed on a sound commercial basis. Rates are definitely subject to bargaining and the practice of exchanging produce for advertising time still continues. In the broadcasting of programs, the public complains of the repeated interruptions by the announcer for the purpose of advertising the products of the company or firm sponsoring the broadcast. Phonograph records still comprise most of almost every program.

Foreign Competition—Besides the American made radios, the Philips from Holland, and the Telefunken and Blaupunkt from Germany are now in the market. No great inroads in the local market have as yet been made by these products. However, with the differential of 70 to 75 per cent existing between exchange for Germany and to a lesser extent for other compensation countries, as compared with 35 pesos per dollar which the American product must pay, there is an excellent opportunity for the German as well as other machines of European manufacture to greatly undersell the American. The real essence of the market is the problem of foreign exchange.

Patents—Sufficient protection both for patents and trade marks is available under the Chilean law. The law is specific and providing that the manufacturer is careful to comply with it, there is little danger of infraction. That constant vigilance is necessary is witnessed by the ever present tendency to attempt to steal foreign trade mark rights which may have lapsed.

Duties—Duties remain at the same rates as in 1935, or 5 gold pesos per legal kilogram. The official exchange rate for Chile has remained at 1½ pence throughout the year.

Television—Nothing has been done either in experiment or utilization of television or facsimile transmission.

Transcriptions—No electrical transcriptions are yet used for advertising purposes, although there is no restriction, other than the economic one, against their use.

Sets in Use—60,000.

Stations—56.

C H I N A

Including Hong Kong and Manchuria

(Editor's Note: This survey of the Chinese radio market was made prior to the outbreak of the Sino-Japanese hostilities.)

General — Ninety-one broadcasting stations are functioning in China, Hong Kong, and Manchuria, ranging from 7½ watts to 100,000 watts in power. Of the total number of stations in this combined area over one-third (37) are located in the city of Shanghai, which is reputed to have more radio broadcasting stations within its limits than any other single city in the world. Five are foreign owned, the remainder being Chinese. Less than 10 of the 37 stations in Shanghai can be considered as being relatively well organized and equipped. XMHA, an American owned and operated station at Shanghai, is regarded as being the best operated.

Manchuria—The Manchuria Telephone and Telegraph Company, a joint Japan-Manchukuo corporation, controls all enterprises relating to radio broadcasting and television. It now operates four broadcasting stations at Dairen, Mukden, Hsinking and Harbin, the largest of which is a 100 kilowatt station in Hsinking. The installation of a duplex broadcasting system makes it possible to give programs simultaneously in the Japanese language as well as in the Chinese language, aiming to reach the 30 million Chinese inhabitants of the country. At Dairen a very modern new station has been built at Shotokugai.

Programs—Advertisers have been slow to avail themselves of the facilities of radio broadcasting and on the whole have been unwilling to pay the price of regularly sponsored programs employing studio artists. This station has the only library of electrical transcriptions in Shanghai.

Chinese private commercial broadcasting stations by government regulation are obliged to give 40% of their time to educational features.

The new Japanese owned station at Shanghai (formerly XQHA) is giving programs of foreign, Chinese and Japanese music with announcements in Chinese, English, Japanese and Russian. Programs are being re-broadcast from Japan.

Hong Kong—ZZB at Hong Kong gives simultaneous programs in English and Chinese languages during the same hours over its two transmitters. Relays of London programs from Hong Kong are regularly featured throughout the week.

ADVERTISING PRACTICES

China—Radio advertising is accepted by private commercial broadcasting stations and some few governmentally operated stations over which recognized advertising agencies have some semblance of control in Shanghai, Canton, Tientsin, Tsingtao, Hankow and Peiping. All Chinese commercial broadcasting stations are limited by the Ministry of Communications to 100 watts with advertising restricted to 20 per cent of the daily broadcasting time. This prohibition is not enforcible against foreign owned stations situated in the foreign concessions at Shanghai. All privately owned stations rely entirely upon advertising for income. The value of radio advertising while generally recognized by foreign firms, is skeptically viewed by many large Chinese firms, though some progress has been made. Spot announcements are more favored by Chinese advertisers than sponsored programs.

The Central Broadcasting Station XGOA at Nanking, the most powerful in China, accepts no advertising. Chinese government operated stations in other areas at times have accepted a limited amount of radio advertising, but its use is very uncertain and it is impossible to secure any definite control over such programs. No chain broadcasting exists. The prohibition of short-wave transmitters by the government, and the lack of adequate telephone and telegraph facilities also precludes this type of broadcasting.

Hong Kong—No programs are commercially sponsored. Revenue for Hong Kong Broadcasting Stations is derived from a proportion of the Government license fees plus government subsidy in the event of any deficit. No private commercial stations are allowed.

Manchuria—The Manchuria Telephone and Telegraph Company has initiated the use of advertisement over its system.

Short Wave—XGOX broadcasting on 6820 kilocycles, 44.0 meters, 500 watts, maintained by the National Government at Nanking is the only short-wave station in China. Present equipment is capable of reaching the Philippine and South Seas Islands and Australia.

Manchuria—China reception of American short-wave programs varies from fair to extremely bad. In Shanghai, the reception is erratic and distinctly poor, though in several interior points, especially Peiping in North China, and Chengtu in West China, reception is reported to be somewhat better. It is an established fact that if American short-wave programs are to satisfactorily reach China and the Far East that a suitable short-wave transmitting station must be erected on the Pacific Coast with a specially directed beam to this part of the world

Transcriptions—An American advertising concern at Shanghai a few years ago was instrumental in bringing out quite a few electrical transcriptions and endeavored to push this type of advertising, but within the last year has given up the attempt as the cost has been found prohibitive. Customs duties and restrictions have also been a handicap. Large American manufacturers have sent out their own electrical transcriptions of American programs. It is customary for the special representatives of these organizations in China to make their own contracts for time with local broadcasting stations. XMHA the best equipped American broadcasting station in Shanghai has the largest library of transcriptions, numbering between some 400 and 500.

Patents—There is no patent protection for foreigners in China. Chinese citizens have a limited amount of protection under a provisional patent law.

General—The paucity of American broadcasts in China and the Far East generally is a great deterrent to the sale of medium and high priced all-wave, as well as short-wave sets. Buyers of such sets are chiefly foreigners and Chinese intellectuals. If a short wave broadcasting station is put in on the Pacific Coast which will ensure American programs reaching China, XMHA, the principal American broadcasting station in Shanghai, has indicated its willingness to install American receiving equipment so that such programs can be rebroadcast and thus extend the

possibilities of reaching this field for American sponsors.

Sets in Use—About 300,000.

Stations—91.



COLOMBIA

General—According to the Ministry of Posts and Telegraphs, of the 52 authorized stations in Colombia, 22 operate on short-wave and 30 on middle-wave bands. With a few exceptions, Colombian stations are commercial. Programs consist largely of phonograph record music, some string music and an occasional recitation or vocal rendition interposed with short advertising announcements. Advertising generally is local in character.

Import Restrictions—No restrictions of any kind are imposed on the importation, sale or ownership of receiving sets in the Republic and the only known tax on the possession of radios is levied and collected by the Municipality of Cali. This tax is 50 centavos monthly on receiving sets costing, at retail, less than 100 pesos and 1 peso monthly on sets costing more that 100 pesos.

Short Wave—While subject to seasonal variation many of the more powerful foreign short wave stations can be satisfactorily heard, whenever they are on the air, the year around.

Number of Sets—Reliable sources place the number of sets of all types in service on Dec. 31, 1936, at 46,000. This figure is based largely on imports in the last 3 years plus an allowance for sets brought in before that period. The bulk of sales continues to consist of socket power, table model, all-wave receiving sets containing 6 to 10 tubes and retailing at 80 to 170 pesos.

Foreign Market Competition—The Colombian market for radio sets is supplied entirely by foreign manufacturers. According to official Colombian trade figures for 1936, there were imported in that year a total of 19,330 receivers, of which 16,962 came from the United States, 1,592 from Holland, 475 from Great Britain, 290 from Germany, and 11 from all other countries.

Restrictions on Imports—Orders for all foreign goods require the approval of the Board of Exchange and Export Control. This approval takes the form of an import license which is granted freely and without delay on the part of the authorities.

Sets in use—46,000.

Estimated Stations—52.



COSTA RICA

General—There are no figures covering the number of receiving sets in use in Costa Rica but dealers now estimate that it must be in the neighborhood of 10,000. As radios are not manufactured in Costa Rica, the extent of the demand may be gaged from the annual imports. The demand is increasing constantly. The preference seems to be for sets above 5 tubes, as these more consistently are able to receive United States and European short and long wave stations. The preference is for table model sets having short and long waves. The demand is concentrated among 3 or 4 well-known American brands.

Sources of Supply—United States-made sets fill most of the demand. During the past year, a few sets from Holland (Philips) have been imported and sold, but so far they have not made serious inroads into the American market. American type tubes are readily obtainable, and most of the demand is filled by these, although some are imported from Germany.

Transcriptions—A large percentage of the local broadcasting consists of phonograph records, most of which are imported from the United States. The use of radio for advertising is too restricted and the rates charged too low, to permit the use of elaborate and expensive transcribed programs other than ordinary phonograph records.

Exchange Restrictions—Importers of radios have no difficulty whatever in obtaining all the exchange they need. There are no import quotas. The radio business in Costa Rica is now almost entirely in the hands of American exporters. Import duties on radios and accessories are about C 1.08 per gross kilo. There are no other taxes.

Sets in use—10,000.

Stations—28.



CUBA

General—There are no accurate data on the number of radio sets in use in the country. Various estimates have been made ranging from 50,000 to as high as 250,000 sets. Assuming that about 85 percent of the total of complete sets imported during the last 10 years are still in operation, there are about 100,000 units. To this figure should be added about 10,000 sets representing those for which loud speakers were imported, plus a few thousand more to take into consideration sets using head phones and the 10,000 sets imported since the first of the year. This rough calculation would result in a grand total of sets in use at the present time, of about 125,000 units. The figures show that American manufacturers dominate the market, although some sales of Dutch Philips sets (10 times as many units sold last year as in 1935) and parts have been made.

Prices—The largest volume of sales—roughly 60 to 80 percent of apparatus—is made in the low-priced category, that is of small sets with about 5 to 8 tubes, long and short wave, table models. Practically all of the important manufacturers of radio apparatus in the United States are represented in this market. In consequence the competition is active and keen. About 6 or 7 brands handle perhaps 80 to 85 percent of the demand, although it is believed that more than 30 makes are being sold in this market.

Market—The Cuban radio market in 1936 ranked about seventh in importance among foreign markets for the products of American radio manufacturers, and imported over $1,000,000 worth of radio sets, tubes, parts and accessories from the United States. Radio set distributors are inclined to view the outlook for increased sales of radio apparatus with considerable encouragement.

Stations—Considering economic importance of the Island, its size and geographical position of proximity to the United States, Cuba is served by too many broadcasting stations. These are highly concentrated in Habana and, with few exceptions, are not satisfactorily modulated. There is, therefore, a great deal of interference not only among Cuban stations but among Cuban and foreign stations, both long and short wave.

One of the best Cuban stations is constructing a modern establishment in the outskirts of Habana, using a 300 foot vertical radiator with all equipment of American manufacture. The

new station has 25,000 watts power and will be the largest in Cuba. It is planned to set up the studio in Habana modelled after the most up-to-date in use in the United States. The building and antenna are almost completed and the station equipment is being set up. The new station should do much to raise the general level of radio broadcasting on the Island.

Sets in use—about 125,000.

Stations—68, as of June, 1937.



CZECHOSLOVAKIA

General—At the end of February, 1937, a total of 960,992 receiving sets were in use, of which 6,233 were exempt of the monthly license fee.

Patents—The Patent Pool, operated by the "Radiotechna" covers the German Telefunken (Siemens-Halske) patents, the Dutch "Philips" patents (including American patents managed by Philips) and, since the fall of 1934 also the "Tungsram" (Hungarian) patents. There is only one theoretic outsider to the Pool, the British "Marconi", which is, however, understood to have a gentleman's agreement with the Pool.

Short Wave—American short wave programs are not received extensively in Czechoslovakia because of the very inopportune receiving time, caused by the time difference.

Television — Czechoslovakia, as a small country (15,150,000 inhabitants) is waiting for the larger nations to conclude the experimental work before tackling the problem directly. However, an experimental transmitting station was scheduled to be put in operation by the end of 1937.

Import Restrictions—Imports of radio sets and parts are subject to both military and import permits, a fee of 5 percent of the invoice value being charged for the latter. Radio receiving sets (and radio tubes) fall under tariff sub-item No. 540 poznamka (note) "radio telephony and radio telegraphy and similar apparatus; electric loud-speakers" which provides for a duty rate of 4,500 crowns ($157.50) per 100 kilograms.

Sets in use—960,992.

Stations—8.



DENMARK

General—Danish broadcasting is a Government monopoly, which is administered by a special institution called the "Statsradiofonien". The "Statsradiofonien" is expected to rest financially in itself. It obtains its revenue from a license fee which all owners of receiving sets must pay. The present cost of such a license is 10 crowns.

Advertising—Broadcasting of advertisements is not permitted nor is it used by the monopoly.

Sets—In 1929 there were 290,000 registered set owners in Denmark, and according to the latest census of March 31, 1936 a total of 626,000 had then been reached. About 16,000 crystal sets are in use, while the rest of the receiving sets are equipped with tubes, chiefly 2 and 3 tubes. Denmark claims to have the highest number of radio receiving sets per capita in the world, or at present about one apparatus per 5.7 inhabitants, or one apparatus for every other family.

New Developments—The Government broadcasting monopoly has appropriated the equivalent of about $1,500,000 for the building of new quarters for the radio broadcasting monopoly in Copenhagen, which will include administrative offices, studios, etc. The building is expected to be ready for use in 1940 and it was originally intended to furnish it with facilities for television. However, it has been decided by the radio council to await the results of other and larger countries' experiments with television before introducing it in Denmark.

The local radio industry is reported to be experimenting with the manufacture of "noiseless" tubes but so far this manufacture does not seem to have developed beyond the experimental stage.

Sets in Use—626,000.

Stations—4.



DOMINICAN REPUBLIC

General—The law requires that owners of receiving sets obtain licenses, but this provision is rarely given compliance. Estimates of the number of sets are entirely a matter of conjecture. Dealers opine that the total number of sets in use in the Republic amounts to 4,500, of which one-half are believed to be in Ciudad Trujillo and vicinity. The import statistics are closely indicative of sales. The returns for 1936 show the number of sets imported was 1,194, valued at $55,810.

Sources of Supply—The chief source of supply of all radio equipment is the United States. No sets are manufactured in the Republic, but a certain amount of competition is offered by the Philips, made in the Netherlands. Of the imports in 1936 (1,194 sets) 989 valued at $47,000, are reported to have been imported from the United States, and 203 valued at $8,788 from The Netherlands. These figures cover receiving sets only.

Patents—There is no patent problem; no radio material of any kind is made in the country.

Tariffs—Radio receiving sets were not subject to customs duty under the customs tariff of 1920. However, by Par. 137 of Law 854 of March 13, 1935, an internal revenue tax of 30 percent ad valorem was imposed.

Short Wave—American short wave stations are received with varying degrees of clearness at different seasons of the year, reception being better at night than during the day in summer and better in daytime than at night in winter. Daytime reception the year round is only fair and only a few stations, like W3XAL, can be heard in the daytime on almost any day.

Advertising—Both the use and the value of radio for advertising purpose are believed to be increasing.

Transcriptions—There has, during the past year, been decided progress in the use of transcriptions. Most of them are supplied by the advertisers or sponsors. In fact the greater part of the programs of some of the leading commercial stations is made up of transcriptions and very many of them contain the entire program, that is, entertainment and advertising matter. Greater attention to adapting the recorded matter to Dominican tastes and customs has contributed largely to the popularity of this program material.

Sets in use—4,500.

Stations—30.



ECUADOR

General—It is estimated that there were approximately 6,000 radio receiving sets in operation in Ecuador on July 1, 1937. Of this number, it is

estimated that 2,750 were in Guayaquil. Radios are generally sold to the public through exclusive distributors who import for their own account and act as retailers as well as wholesalers.

The most popular radio receiver sold in the Ecuadoran market is a 5-tube table model short-wave set sold at 800 sucres (about $61.55), A 9-tube set having a range of from 13 to 550 meters and selling for 1,800 sucres (about $138.50), is also popular.

Patents—No sales difficulties have arisen from patents.

Tariffs and Exchange Restrictions—According to paragraph 1148 of the Ecuadoran customs tariff, radio sets and parts are subject to an import duty of 40 percent ad valorem. Imports from the United States under this paragraph are entitled to the preferential tariff reduction of 30 percent from the basic duty.

Central Receivers—There are no central receiver systems in use in Ecuador. Hotels do not use radios except in dining rooms. There are no other structures that offer any opportunity for the use of such systems.

Short Wave—Ecuador is in the zone where short-waves are superior to the broadcast band for any except extremely local broadcasting. The short-wave feature is therefore considered essential in receiving sets. American and European short-wave stations are regularly received as well as South American.

Transcriptions—Recorded music is used for most radio programs but advertising transcriptions have not been used. If used, recordings should be in Spanish and the turntable speed should be the standard 78 r.p.m.

Regulations—The supervision of radio communications in Ecuador is under the jurisdiction of the Minister of Communications in Quito and the provincial radio inspectors in each of the provinces.

Sets in use—6,000.

Stations—20.

EGYPT

General—Egyptian State Broadcasting, through Marconi Wireless Telegraph Company, Ltd., London, was inaugurated in 1934 from two stations, Cairo Station No. 1 and Alexandria Station No. 1, the latter being a relay for Cairo. The Marconi Company has a 10-year agreement signed July 21, 1932, and which can be described as a "monopolistic concession", to operate as agents for the Egyptian Government "Egyptian State Broadcasting" by means of the Marconi-built but Government-owned transmitters. The Marconi Company owns the broadcasting studios at Radio House, Sharia, Eloui, Cairo. Since the beginning of 1935 there has been an increase of 3 additional stations to the 2 original ones referred to above.

Advertising—Egyptian State Broadcasting is modelled after the policies of the British Broadcasting Corporation. There is no advertising, and private broadcasting is not permitted.

Number of Sets—It is estimated that the number of licensed listeners was between 35,000 and 40,000 during the first year of Egyptian State Broadcasting ended June 1, 1935, as compared with 55,000 for the second year ended May 1936.

Foreign Market Competition—The most serious competitor to American equipment is still Philips, followed by British, German and Austrian makes. Some progress was made by a Belgian make (Radio-Bell) recently introduced on account of its close resemblance to American models.

Tariffs—Under Paragraph 785 of the Egyptian Tariff, wireless telephone and telegraph apparatus is assessed 12 percent ad valorem, on substantially the c.i.f. value. A key tax of one-tenth of the duty is added, as well as an import tax of 2 percent ad valorem.

Patents—The question of radio patents and patent licensing has not arisen.

Sets in use—55,000 licensed.

Stations—5.

EL SALVADOR

General—Dealers estimate that 8,000-10,000 receiving sets are in use; the latter figure is more probably correct. The United States continues to handle the greater part of this trade, although English and Dutch (Philips) sets are imported occasionally. American manufacturers visit this market frequently and thus are in a position to hold their positions as the leading sources of supply.

In the field of combined radio-phonographs, the United States appears to be the only source of supply.

Regulations—The Salvadoran Government has established an annual tax of 5 colonoes ($2.00 at present exchange rates) on each radio receiving set. The tax is estimated to yield 12,000 colones ($4,800) yearly, which would mean that the Government bases its estimates on 2,400 sets.

Sets in use—8,000-10,000.

Stations—1.

ESTONIA

General—During the past 2 years the number of radio receiving sets in use in Estonia has evidenced a conspicuous increase. Last available report shows a total of 41,436 receiving sets registered in Estonia.

Import Duty and Restrictions—The present rates of import duty levied on radio sets and parts originating in the United States are as follows, shown in Estonian crowns per net kilogram: sets weighing over 16 kilograms, 3; sets weighing 16 kilograms or less 4.50; parts, 2.

Foreign Trade—The number of sets imported during 1936 may be placed at 10,500 sets. As regards countries of origin, 47 percent of the total imports originated in the Netherlands, 20 percent in Germany, 14 percent in the United Kingdom, 12 per cent in Latvia, and only about 1.5 per cent in the United States.

Transcriptions—In 1936, the Estonian State Broadcasting Company purchased an American-made portable record player. This outfit has been given considerable use. As regards the use of American transcriptions, there seems to be no opportunity therefor, principally on account of the language question.

Broadcasting—Radio broadcasting in Estonia is conducted by the State Broadcasting Company which is entirely capitalized by the Government. There are no official calls assigned to the two stations. In practice they are linked up for broadcasting, and are announced "Tallinn ja Tartu".

Short Wave—There are no short wave broadcasting stations in Estonia. Short wave programs

are received from European broadcasting stations, the reception of American short wave transmission not being entirely satisfactory.

Advertising—Radio advertising continues to be frowned upon by the Estonian State Broadcasting Company, with the result that during 1936, only 83 hours of total broadcasting time were used.

Regulations—For the installation and use of a radio receiving set a special license is required. These licenses are issued, upon application, by the chiefs of the local telegraph or post offices and are valid until the holder of the license submits a written notice that he has discontinued the use of his radio set, or until it is cancelled by the Director of Postal Administration.

Sets in use—41,436.

Stations—2.

FRANCE

General—On June 30, 1936, 3,926,902 receiving licenses were outstanding, representing an increase of 1,301,225 during the preceding 18 months. The increase has continued, according to estimates, but no authoritative estimate exists as to the number of sets now in use. The French are inclined to consider radio more of a luxury than a necessity, which somewhat retards the market, but the general rate of sales is good. There is a distinct winter peak.

Sources of Supply—Radio imports are chiefly from the United States and the Netherlands, with some competition from Germany and the United Kingdom. The French industry accepts the fact that American design and technical practices are about 2 years ahead of the best they have been able to do in France, and adjusts its production, both as to price class and quantity, accordingly. The French radio industry is fairly large. Its principal drawback is its inability to finance frequent changes of equipment that would permit producing competitive sets in the more profitable classes.

Tariffs and Restrictions—Radio sets when imported into France pay an ad valorem duty of 22.6 percent, plus the 8 percent tax levied on all finished products entering France, and are subject to an import quota, the annual allotment to the United States being 4,000 metric quintals. Tubes are also under quota, the annual allotment to the United States being 429 metric quintals; the import duty levied being 12.30 percent ad valorem, plus the 8 percent tax levied on finished products.

Television—France is one of the leading countries in television experiment, and experimental transmissions have been made since April 1935. The transmitter has been in the Eiffel Tower since November of that year, and has just been replaced by improved equipment. The antenna projects above the flagpole on top of the tower. The transmitter has a peak power of 30,000 watts, fully modulated, at the feeder of the antenna and is capable of transmitting television images having a definition of 400 lines. The transmitter is connected with studios in the Post Office building and in the Exposition, through coaxial cable.

Broadcasting—French broadcasting stations are of two categories, government and private. The Government stations are operated by the Ministry of Posts, Telegraphs, and Telephones, and are supported by the proceeds of license fees, while the private stations are operated on a basis somewhat similar to that in the United States.

Advertising—The Government stations do not broadcast advertising. However, advertising constitutes the principal means of revenue for the private stations, in which they have been sufficiently successful that income from this source is now subject to a special tax. Chain broadcasting has been started by only one group, "Radio Information", made up of Radio Mediterannee, Poste de l'Isle de France, Radio Toulouse, Radio Bordeaux Sud Este and Radio Enghien, the two last being interconnected.

There are two methods of advertising, "communique publicitaire" and "concerts patronees". The former consists of series of advertising transcriptions, usually involving musical interludes. The second classification refers to sponsored programs, which are in almost every case of 15-minute length. Besides the usual French advertising, there is a growing industry in English publicity, especially for trans-channel reception. The most popular hours for this are 8 to 9 a.m., 12 to 2 p.m., and after 5 p.m. The largest users of radio advertising are manufacturers and dealers in foods, household equipment, and similar products

Sets in Use—3,916,902.

Stations—26.

GUATEMALA

General—Radios fall distinctly in the class of luxury goods and the number of those who are able to afford this type of product is very limited. It is very doubtful if more than 1 percent of the total population could be considered as even offering a possible potential market for radio receiving sets at present. While this figure may appear extremely low, it represents probably 5 percent of the total number of families.

Long-wave radio reception is frequently unsatisfactory during the rainy season, but during the dry season, when the atmosphere is generally clear, long-wave reception from the United States and other distant points is usually good. During the rainy season short-wave reception is usually satisfactory, and in general short-wave broadcasting from European stations is received with less static interference than similar broadcasts from the United States. Owing to the use of directional antennæ, European broadcasts are received with much greater strength than those from the United States.

Sets in Use.—Estimates in the trade indicate that the total number of sets in use is between 8,000 and 12,000, while official figures based on taxes paid show a total of 6,731, as of August 10, 1937. Of those registered, 4,547 are in the Department of Guatemala, 465 in Quezaltenango, 298 in Izabel, 195 in Escuintla and 182 in Suchitepequez.

Sales—A very marked improvement in sales of radio receiving equipment occurred during 1936, and local merchants state that sales thus far in 1937 indicate a continuation of this situation. One factor which unquestionably favored increase in sales during 1936, particularly as affecting the sale of American equipment, was the duty reduction, 50 percent of the rate formerly in effect, which became effective on June 15 as a result of the Trade Agreement between the United States and Guatemala.

Sources of Supply—Practically all radio equipment on the Guatemalan market comes from the United States. There is a small amount of Dutch and German participation.

Patents—There are no patents in force in Guatemala which in any way interfere with the sale of American radio equipment.

Tariff and Trade Restrictions—Radio apparatus is assessed in the Guatemalan Tariff in the Sixth Division. Under the Guatemala-United States Trade Agreement, which became effective on June 15, 1936, the duty applicable to radio receiving sets (tariff item 491-4-6-3) imported from the United States and from other "most-favored-nations" was reduced to 0.25 Quetzals per gross kilo. In addition to the United States, countries enjoying "most-favored-nation" treatment include Czechoslovakia, Italy, Sweden, Netherlands and Germany.

There is no exchange restriction in force.

The United States is the Principal supplier of all types of radio equipment. In general the American product is regarded as more advanced than the European, and is preferred.

Short Wave—Reception of short-wave broadcasts from foreign stations depends on their power, but the more powerful stations from all parts of the world are heard in Guatemala. As previously indicated, reception from the European stations is generally more satisfactory than from the United States, due principally to the greater use of the directional antennæ by these stations.

Programs—Programs for the most part include musical numbers, generally supplied by local bands or "marimba" orchestras and transcriptions are also used. Arrangements have been made for the rebroadcasting of programs of one of the chains in the United States. In addition to the fact that European programs are received more clearly than those from the United States, the fact that these stations cater particularly to Latin American listeners, with several daily broadcasts in Spanish, favors their reception.

Advertising—Although there is a provision for the acceptance of advertising on the station of the Ministry of Fomento and rates have been established, no advertising has as yet been accepted. Likewise, none of the other stations operated by the Guatemalan Government have accepted advertising. The station operated by the newspaper "El Liberal Progresista", is, therefore, the only broadcasting station in Guatemala regularly accepting advertising.

Transcriptions—Only the ordinary commercial transcriptions have been used thus far in Guatemala. Phonograph records for radio broadcasting use are usually purchased locally, but in a few cases transcriptions supplied by advertisers have been utilized.

Sets in use—8,000-12,000.

Stations—7.

GERMANY

General—American participation in the German radio market is obviated by the patent situation, which has had that effect since before the inception of broadcasting and its development of radio trade as an important industry.

Sets in Use—On Jan. 1, 1937, there were about 8,200,000 to 8,300,000 receiving sets in Germany. The majority of these were small, a large number being of the "Volksempfanger" type of 3 tubes. An indefinite percentage represents two or more sets each. The number of sets operated without licenses is not estimated. Germany, perhaps more so than many other countries, still presents a very large market for radio receiving sets. Only about 48 percent of the households in Germany possess a radio receiver, as compared with 78 percent in the United States, and 65 percent in England.

The superhet radio set continues to gain in popularity among German buyers, and 52 percent of the radio sets sold in the first 5 months of the current calendar year were of this design. High-price sets are more in demand now in Germany than heretofore, while about 25 percent of all the radio receivers sold in this country at present are intended both for direct and alternating current.

Sources of Supply—There is no market in Germany for imported radio equipment. Patent exchange agreements reserve Germany for German manufacturers. Some years ago some radio parts, principally loudspeakers, were brought into the country in spite of the patent exchange agreement, but now Germany has strict foreign exchange regulations which make it impossible for an American exporter to get his money, even if he could sell here. However, as a result of a patent dispute, an agreement was reached between Telefunken—the principal patent holder in Germany—and Philips of Holland, whereby the latter was licensed to do business in Germany. By the same agreement, Philips allows a certain amount of German participation in the Dutch market, including East and West Indian possessions.

The number of German radio manufacturers is limited by decree of the Minister of Economics to 28.

Patents—German radio patents are controlled by Telefunken, which company also has the rights in several other European countries. The company's position in Germany appears to be unassailable.

Tariffs and Restrictions—Germany's trade regulations with European countries are generally better than with the United States, because of trade agreements which exist. Although some business can be done between German and American firms, trading by barter with European countries is simpler.

Television—Germany was one of the first, and for a long time one of the foremost countries in the world to bring television to its people. For several years there has been one central sender and one relief station handling programs three times a week and a number of other sending stations are said to be planned. As a matter of fact their

construction was announced more than a year ago and they have never been built. The sending station in operation uses intermediate film, 180 lines, 60 frames per second, but within the last year the station has also used direct scanning method. There is a speed truck in operation in the vicinity of Berlin which covers various newsworthy events and broadcasts them either by direct scanning or intermediate film, principally the latter. The truck takes motion pictures and records the sound on magnetized steel tape and these are later run off in the television broadcast rooms. It may be well to note here that Germans do not mind this delay just as they appear to have no aversion to listening to phonograph records by radio. Sometimes when Chancellor Hitler makes a speech, a phonograph record and motion picture are recorded and these are run off later in the radio and broadcast rooms and are sometimes used several weeks or a month afterwards.

The Post Office Department is in charge of television developments and it is making constant experiments.

Broadcasting—Radio broadcasting in Germany is under Government control and has been since the first radio broadcasting station was constructed. The Federal Post Office Department owns all equipment and makes all installations and repairs. It has nothing to do with the broadcasts, everything connected with the programs being in the hands of the Reichsrundfunk-Gesellschaft. Although this is a corporation it is Government owned and it falls under the Ministry of Public Enlightenment and Propaganda.

Programs—In addition to the programs broadcast by the stations for German listeners, this country maintains short-wave directional broadcasts to various parts of the world. The programs are exceedingly popular.

Advertising—Advertising is not permitted on the radio in Germany. It was once allowed on a small scale, but entirely discontinued several years ago.

Transcriptions—There is considerable use of standard record, sound film, and steel tape recording by the German broadcasting system, but all such recordings are made within the organization. The steel type system employs the principle of spot magnetizing of a continuous tape which is handled by the machine in somewhat the same manner as film in a motion picture camera. The transversing speed is about 1½ meters a second —about double average 78-rev. phonograph record speed. Reproduction can be accomplished immediately after recording, or stored indefinitely for future use. Demagnetization is all that is necessary to recondition tape for recording.

Regulations—All receiving sets are licensed at the rate of 2 reichsmarks (80 cents) per month. The fee is paid to the Ministry of Posts and the money used exclusively for broadcasting. Unemployed, war disabled, and certain other classes are exempt from payment.

Sets in use—8,500,000.

Stations—38.



GREECE

General—Official statistics concerning the number of radio receiving sets in actual operation in Greece are not available, but trade estimates agree that at least 20,000 sets of all types are now in use throughout the country. Between 5,000 and 6,000 sets annually are sold, the limit being set by the operation of the quota, the demand being sufficiently beyond the supply that little effort is needed to dispose of the available quantity. The "all-wave" set is generally in demand.

Sources of Supply—Nearly two-thirds of all the radios sold in Greece are of American manufacture. Practically all the better-known American makes are represented in Greece and, with the exception of Philips Netherland, American radio dealers continue to hold all of the largest individual quota allotments. Among the foreign makes sold in Greece Philips and Telefunken are the only important competitors. Philips radios are considered to be very good and the Philips distributing organization in Athens tops the list of quota holders in Greece, with an allotment 47 percent greater than that of the next largest importer. Perhaps Telefunken's position would have been somewhat stronger in Greece if extra-quota imports of radio receiving sets had been authorized from Germany.

Patents—No patent difficulties are to be noted at present.

Import Duties—The import duty assessed on radio receiving sets is 20 percent ad valorem plus 75 percent of the basic duty for surtaxes. Effective April 24, 1937, the turnover tax was increased from 1½ percent on the landed cost plus duties to 3 percent. As a rule, certified invoices are acceptable for determining the value of radio shipments.

Short Wave—Greece receives broadcasts from all over Europe on short, medium and long wavebands. American stations are heard on the larger sets (eight tubes or more), but owing to the difference in time (6 P.M. Eastern Standard Time is 1 A.M. in Athens) the better part of the American short-wave programs is missed by most radio owners. Reception of early afternoon programs from American short-wave stations which are heard in Greece between 9 and 10 P.M., is not always satisfactory due to static and other interference.

Broadcasting—A 15 KW medium-wave transmitter (frequency 601 kilocycles) is being installed in Athens. It seems unlikely that it will be ready to operate before the beginning of 1938. The station will be owned by the Government, and it has been determined that the broadcasting station will be commercial.

Transcriptions—There is no present demand for transcriptions.

Regulations—There have been no recent changes in existing regulations concerning the ownership and use of radio receiving sets in Greece. The provisions of the dormant laws No. 3054 of 1924 and No. 4795 of 1930 are not being enforced pending the completion of the local broadcasting station, when new supplemental regulations probably will be promulgated. The only regulation which is observed more or less strictly is that requiring radio buyers to register their sets with the Ministry of Communication as soon as purchased.

Sets in use—20,000.

Stations—None—(one by 1938).



HAITI

General—Recent estimates as to the number of receiving sets in use in the Republic do not exceed 3,000 sets. The principal requirements of the Haitian market are for long- and short-wave combinations. Both climate and scarcity of nearby broadcasting tend strongly to increase the value of short-wave reception from the United States and from Europe, which is reasonably good. The 8- and 10-tube table type radio seems to be the most popular.

Sources of Supply—Practically all sets sold are of American origin, five American makes accounting for some 360 annual sales. About 30 Philips

sets are also sold each year. It is reported that the local dealer for Philips is now carrying a more complete line than in previous years.

Patents—No patent situation exists in Haiti.

Tariffs—Radio receiving appliances, equipment, and parts are classified under paragraph 11033 of the Haitian Customs tariff and pay an import duty of 30 percent ad valorem, plus a surtax of 5 percent of the duty.

Short Wave—A great deal of interest is being shown toward foreign broadcasting, especially Paris, as French is the official language of Haiti. American short-wave programs are easily received.

Short wave station HH3W is owned and operated by Ricardo C. Widmaier, Jr. Long-wave station HHW works simultaneously with short-wave station HH3W.

Transcriptions—Transcriptions are not used in Haiti to any great extent because of cost. Local importers of phonograph records let broadcasting stations use new records in return for advertising. Station mentions number of record, title and stores where it may be purchased.

Regulations—All forms of communication by radio, (radiotelegraph, radio-telephone and broadcasting) are under the control of the Department of Public Works.

Sets in use—3,000.

Stations—3.

HONDURAS

General—Although under strict Government supervision, radio broadcasting in Honduras is in private hands and is commercially operated for profit. Advertising is the principal, if not the only source of revenue, and consists of short paid announcements interspersed between numbers. These latter, as a rule, are recordings. No complete sponsored programs are used.

Short Wave—Although European short wave programs are clearly received throughout the major portion of Honduras, the difference in time makes them rather unsatisfactory. Short-wave programs from the U. S. are year-round favorites and during the dry season (November to April) long-wave is received very satisfactorily. Owing to the diversification of these programs and the high standards of entertainment offered, they are very popular in Honduras, although the fact that they are announced in English constitutes a distinct handicap. Re-broadcasting of American or other foreign programs is rarely, if ever, undertaken here.

Regulations—The Government has the exclusive right to maintain and exploit the radiotelegraphic and radiotelephonic stations in the country, which are necessary for public service. The private stations established or those that may be established must not disturb the functioning of the national stations, and in the future they are subject to these regulations.

It will be noted that the erection of broadcasting stations is subject to governmental permit. No permits are necessary, however, for receiving sets, nor is there any fee or tax on their use.

Receiving Sets—There are no official statistics as to the number of receiving sets in use. The estimated number is approximately 12,000.

Sources of Supply—It may be said that practically all the receiving sets in use are of American manufacture, although there are a few foreign sets in use which have been imported directly by their owners. There are no radio manufacturing plants in Honduras, but sets are sometimes rebuilt by dealers having complete workshops, using parts and accessories imported from the United States exclusively.

Transcriptions—Although little use has been made, so far, of transcriptions, this practice is said to be gradually growing and there appears to be a limited market here for these records. For completely satisfactory results they should, of course, be in the Spanish language. The inclusion of advertising is not objected to, in fact it is recommended.

Patents—There is no difficulty as regards patents.

Import Duties—Radios are assessed a duty of 0.75 lempira per gross kilo in the Honduran customs tariff. (2 lempiras equal $1.) To this must be added a surcharge of 10 percent of the duty plus various small taxes; wharfage, stowage, municipal tax, etc., amounting to fractions of a cent each. There are no import quotas.

The varying nature of the electric current supplied throughout this Republic, the absence of easy transportation and the high cost of bringing goods to the ultimate consumer, all create their own particular problems here quite different from those encountered in the distribution of radios in the United States.

Sets in use—12,000.

Stations—3.

HUNGARY

Advertising—All the broadcasting stations are owned by the Royal Hungarian Postal Department, which permits no advertising through radio broadcasting.

Receiving Sets—The number of radio subscribers in Hungary on Dec. 31, 1936, was 365,354 as compared with 352,907 on Dec. 31, 1935. The radio trade association estimates that the annual sales turnover of its 540 members was slightly over 5,000,000 pengos during 1936. With the exception of 50 radio sets for automobiles imported by a local wholesaler from United States, there appear to be no American radio sets for sale in this market.

Transcriptions—Wax disc records are used by the local broadcasting company for short-wave programs. The turntable revolves 78 times per minute. Announcements are usually made in Hungarian, German and French.

Customs Duty—Radio sets are assessed at the rate of 800 gold crowns (about $180) duty per 220 pounds, plus 9 percent import sales tax; receiving tubes pay 1.50 gold crowns ($0.335) duty per unit, plus 12 percent import sales tax, and broadcasting tubes 30 gold crowns ($6.70) duty per unit, plus 8 percent import sales tax.

Regulations—Radio broadcasting has been developed as a Government monopoly, under control of the Royal Hungarian Postal, Telephone and Telegraph Service, and under the supervision of the Royal Hungarian Ministry of Commerce and Communications. All receiving sets require an operating license in Hungary and the monthly subscription fee is 2.40 pengo ($0.46), which is collected by the mail carriers.

Sets in use—365,354.

Stations—6.

IRISH FREE STATE

General—According to official figures there were 104,000 licensed receiving sets in the Irish Free

State on Dec. 31, 1936, or approximately one to every 29 inhabitants. The number licensed in December, 1935, was 78,600, and in October, 1934, 54,000. There is a good demand for radio sets in the Irish Free State and the market is steadily expanding.

Sources of Supply—The majority of the radio sets sold on this market are of British manufacture, followed by the United States and the Netherlands—each of the two latter countries supplying about 10 percent of the total imports. The 5-tube all-wave mantel model costing from £15 to £20 has the most sales. The average price of tubes is around 10s., and American type tubes are readily obtainable.

Patents—Insofar as it has been possible to ascertain, there are no existing regulations regarding patents or patent licensing arrangements which affect the sale of American radio products in the Irish Free State.

Customs Duty—A customs duty of 50 percent ad valorem is imposed on all radio sets imported into the Irish Free State. Parts and accessories are dutiable at the rate of 25 percent ad valorem, with the exception of cabinets, which are dutiable at 50 percent.

There is no preferential treatment for these products when imported from British countries.

Short Wave—There is no Irish short wave broadcasting. American and European stations are received regularly.

Broadcasting—The broadcasting service in the Irish Free State is a Government monopoly and is operated by the Department of Posts and Telegraphs. All broadcasting programs are originated in the Dublin station studios and are transmitted simultaneously from the three stations.

Advertising—Sponsored advertising programs have been tried out during the past few years, but the Government does not encourage such programs.

Transcriptions—Records are broadcast approximately 11 hours weekly. The records are obtained from a London distributing house for various record manufacturers. Formerly records were furnished gratis but now an annual rent is paid. Advertising transcriptions are not used. Practically all records are broadcast in English, with the exception of a few in Gaelic. The turntable speed used is 78.

Regulations—The broadcasting stations in the Irish Free State are operated generally in accordance with the provisions of the Radiotelegraph Regulations of the International Telecommunication Convention, Madrid, 1932, and of the European Broadcasting Convention, Lucerne, 1933.

Sets in use—104,000.

Stations—3.



ITALY

General—According to the E. I. A. R., there are actually in use in Italy about 800,000 receiving sets. Because of excessive tariff rates and import restrictions, foreign receiving sets are seldom seen in the market and foreign type tubes of national production are readily obtainable. The Italian radio industry produces about 100,000 sets annually.

Tariffs and Trade Restrictions—For all commercial purposes the market is closed to American sets by high duties, and import and exchange restrictions, as previously indicated.

Television—Television in Italy is only in the laboratory stage and is also under the exclusive control of the sole concessionaires. Two laboratories of the broadcasting service are working on television and are said to be experimenting on such sets with 30, 60, 90 and 180 lines of analysis; a project is awaiting approval of the Government for the installation of three television stations in Rome, Milan and Turin, which are to be connected by means of a coaxial cable (cavo collasiale).

Programs—The company, through its monopoly and with the strong sponsorship of the Government, has developed its services to a degree comparable with the other European systems. Covering the Mediterranean Basin with broadcasting programs, as well as Europe and the North and South American Continent, special programs are arranged and broadcast in four principal languages: Italian, English, French and German.

Advertising—During 1936 the system of commercially sponsored programs, which had never reached the proportions of certain other countries, was materially and noticeably reduced to the mere mentioning of the announcement of the sponsor.

Regulations—Private owners of radio receiving sets are required to pay a fixed annual subscription to the broadcasting company at the rate of 81 lire per annum if paid at the beginning of the year or 85 lire if paid in advance in two semi-annual installments.

Sets in use—800,000.

Stations—17.

JAPAN

Including Korea and Formosa

General—Broadcasting in Japan Proper is controlled by the Japan Broadcasting Corporation, which in turn is supervised by the Ministry of Communications. Programs are subject to strict censorship. Advertising of all sorts is prohibited. Political speeches cannot be included in the daily program.

The Japan Broadcasting Corporation operates 30 transmitting stations in Japan proper, including 3 alternative transmitting stations for the large stations a Tokyo, Osako, and Nagoya. These stations have certain local features included in their programs but in general they depend upon two main daily programs broadcasted from Tokyo and Osaka and then relayed. The stations are distributed on a plan seeking to give approximate equality of reception throughout the islands, aiming toward an ideal of one-station reception in all regions.

Ten-thousand-watt central stations in Japan

proper are located in the principal cities of Tokyo, Osaka, Nagoya, Hiroshima, Kumamotok Sendai, and Sapporo. To supplement these main stations 25 others have been established with aerial power ranging from 300 to 3,000 watts, at important points throughout the country. All these stations have been linked by a permanent relay line, so that events of national interest can be broadcast to every corner of the country.

Regulations—The revenue of the Japan Broadcasting Corporation is obtained from the license fees paid by owners of radio sets. Each owner pays a monthly fee of 50 sen to the corporation, while an initial fee of 1 yen is paid to the Ministry of Communications. Broadcasting time is not sold and no advertising of any kind is permitted over the radio in Japan. The corporation pays the Government an annual monopoly fee amounting to 20 sen per subscriber.

Broadcasting in Chosen (Korea)—Broadcasting in Chosen is carried on by the Chosen Hoso Kyokai (The Broadcasting Corporation of Chosen), which operates on a monopoly basis. It cooperates closely with the Japan Broadcasting Corporation in relaying programs to and from Japan. The license fee amounts to 1 yen a month.

Broadcasting in Taiwan (Formosa)—Broadcasting in Taiwan is in the hands of the Government of Taiwan as far as the technical details are concerned. The actual broadcasting entity is the Taiwan Hoso Kyokai (Taiwan Broadcasting Corporation).

Overseas Broadcasts—The Broadcasting Corporation of Japan has for some time been transmitting programs by short-wave to Chosen, Taiwan, and "Manchukuo" (including Kwantung) for periods ranging from 5 to 9 hours daily. Encouraged by the response to these programs, not only in the 3 areas mentioned, but also in foreign countries, the corporation decided to inaugurate another special short wave broadcast called the Overseas Broadcast. The new broadcast was designed especially for reception by Japanese subjects abroad, as well as for others interested in the Far East and Japan in particular.

Programs—The present policy aims at controlling the programs in all parts of the country by means of a national hook-up.

Number of Receiving Sets—There was a total of 2,423,925 radio sets licensed for use in Japan proper at the last checkup, according to the Japan Broadcasting Corporation. Further, according to the corporation, a considerable number of unlicensed sets are in operation and the foregoing totals should be increased by about 25 per cent to arrive at an approximate total of licensed and unlicensed sets.

Domestic Production—According to an investigation made by the Japan Broadcasting Corporation, there are at present more than 8,000 concerns and individuals in Japan making and selling receiving sets or parts.

American participation in the radio market in Japan is not expected to show any marked increase in the immediate future. On the contrary, owing to the highly developed stage of the local industry, which is already on an export basis, and because of the distinct preference for very cheap sets, it is possible that total imports of radio apparatus will gradually decline, save for special types and latest developments.

Patents—Imitation is a strong feature of Japanese manufacturing, and any imported article should be fully covered by Japanese patents before being placed on sale.

Sets in Use—3,029,905 (estimated).

Stations—35.



LUXEMBURG

General—There is only one broadcasting station in the Grand Duchy of Luxemburg, and that is one of the most powerful and modern in the world, broadcasting with a power of 200,000 watts on a frequency of 232 kilocycles, or a wave-length of about 1,293 meters, in place of the 1,304 meter wave-length which was employed until a few months ago. Radio Luxemburg is the title of the broadcasting station, but it has no official call-letters. The station is owned and operated by the Compagnie Luxembourgeoise de Radio-diffusion. There are no short-wave broadcasting stations in the Grand Duchy of Luxemburg.

American short-wave programs are received here but with one exception by no means as well as are short-wave European programs received in the United States. The reason for this poor reception in most cases of American short-wave programs is that most American stations do not as yet use "directional sending." With one exception, which comes in like a "local," all American short-wave sending stations use the old fashioned non-directional sending aerials, and are in themselves generally of low power anyway.

An American program broadcast directed to Western Europe by a directional aerial if sent at 10 to 18 kilowatts, is received here as clearly as a "local," when a non-directional broadcast at 40 kilowatts will sometimes only give a flutter or the faint hum of the carrier-wave. American listeners hearing the superb short-wave programs of the English and German world-wide stations are apt to think that American programs are, conversely, heard as well in Europe. This is far from being the case. Directional short-wave programs from Tokyo, Japan, for instance, at around 9,500 kilocycles, come in at much greater strength and program value than those from the American short-wave stations not equipped with directional aerial. This is a point which cannot be too much stressed if American advertisers want to reach European markets on the short waves.

Regulations—No receiver licenses are necessary, and there are no regulations regarding operation. The one broadcasting station is under a Government monopoly for broadcasting which still has some 15 years to run.

Receiving Sets—Probably 30,000 receiving sets are now in use in the Grand Duchy of Luxemburg. This is a very high average, working out to one set to every 10 population.

Sources of Supply—Germany, Belgium and France, in the order named, are the chief countries of supply.

Sets in Use—30,000.

Stations—1.

MEXICO

General—Imports of radios and parts have shown a consistent increase in volume and value. Imports of radio equipment are almost totally from the United States. Germany, Great Britain, Japan and the Netherlands furnish very small quantities. Importers of radios estimate that there are in use at present throughout the entire Republic, 250,000 radios. Approximately 120,000 of these sets are believed to be in operation in the Federal District, the others divided among the larger centers of population and country districts.

Reception also plays an important part in radio sales which are adversely affected by the relatively poor reception prevailing during the rainy season. As a rule, the rains begin in June and continue up until the month of October. During this period reception is very unsatisfactory.

Distribution—Many of the leading U. S. manufacturers of radios and radio equipment have factory sales branches established in Mexico, as a rule, separate corporations organized in accordance with Mexican Law. These branches perform all the services incident to import and assembly and, of course, appoint distributors and assist the latter by every means possible. The distributors so appointed are, as a rule, organizations who operate independently of the factory and are in fact separate and distinct businesses utilizing their own capital.

Competition—Possibly 99 per cent of radios and radio equipment sold in the Republic of Mexico is of U. S. origin. The greatest share of business is in the hands of 4 or 5 of the leading U. S. makes. At least 4 of these leaders operate through factory directed sales branches established in Mexico City. A relatively small number of sets is made locally from parts imported from the U. S. and from locally-made cabinets. The domestic manufacture of radio sets is conducted on a very small scale and, with the exception of one or two larger plants, by individual electricians. There are two organizations established in Mexico City, "Fabrica de Radios Chapultepec," S. A., located on Independencia 46, and "Radio Industrial," S. de R. L., located on Rep. del Salvador 46, which are perhaps the leaders in the field.

Foreign competition in this market excluding that, of course, of the U. S., has come almost wholly from the Philips set manufactured at Eindhoven, Holland. The Philips machine is well regarded but at present is practically out of the market.

Programs—The great majority of the 250,000 radios in use in the Republic of Mexico are sets capable only of receiving local programs. Furthermore, a great majority of owners prefer what might be called a national program. However, with the growing popularity of all-wave reception, there is an increasing interest in the reception of United States programs. Practically all of the larger of the U. S. stations can be clearly heard specially during the winter evenings. One of the largest Mexico City stations has recently been broadcasting the national program of a U. S. automobile manufacturing company, which program for the duration of one hour on Sunday evenings has come in over the telephone wires.

The type of music adopted by broadcasting companies depends to a great extent on the nature of the product being advertised and the section of the public to which it appeals. Sponsors who merchandise an article cheap in price and of universal appeal find Mexican vocal and instrumental music or modern dance music more suitable. If an appeal is being made for an article which it is thought will find its market among the more restricted cultured and well-to-do classes, then an orchestra selection or classical music or the presentation of a good Spanish comedy might be resorted to.

Small stations and sponsors using them cannot, as a rule, afford the services of live artists and consequently, "canned" music is widely used. Even so the result in a program is generally infinitely superior to that which might otherwise result through the use of cheap or mediocre talent.

Charges for Talent—Radio stations, as a rule, do not include the services of entertainers in their rates, this being left to the sponsor. Radio stations also reserve the right to cancel any contract if in their opinion the quality of the artist does not come up to the standards of the station. There seems to be no requirement against the use of musical transcriptions, which, in fact, are very extensively used by the smaller stations.

Chain Broadcasting—There is no continuous chain broadcasting service at present established in the Republic. Various companies have, from time to time, conducted chain broadcasts but only for special occasions. Actually, it is believed that chain broadcasting would not prove commercially possible since the country has no sponsors desirous of investing the necessary sums in advertising of that description.

Transcriptions—For "canned" programs, the necessary records are obtained from United States sources. Operators of broadcasting stations in the Republic who use records to a considerable extent criticize the available records. They state that there is a considerable difference in the Spanish language as spoken in Mexico, Cuba, the Argentina, and other Latin-American countries. They would prefer, if possible, to have the artist who makes the Spanish language records for use in Mexico speak Spanish as spoken in the Republic. This, of course, may not be feasible due to the relatively restricted markets in the various Latin countries. However, it is an objective which should be kept in mind by the producer.

Buyers of Advertising Time—Largest users of radio advertising time appear to be breweries, manufacturers of beauty preparations, and cigarette manufacturers. These three industries, whose products cover the Republic, advertise on a national scale and so buy radio time from stations widely scattered throughout the Republic.

Sets in Use—250,000.

Stations—87.

NETHERLANDS

General—The number of sets in use January 1, 1937, was 622,228, or approximately 116 per thousand inhabitants. Counting the unregistered sets there is probably a total of 1,000,000. Keen competition and price cutting is causing the radio trade considerable trouble. The demand is mainly for inexpensive sets but the number of people buying higher priced sets is increasing. Cabinet types ranging from 150 to 250 guilders, are preferred.

Imports of American radio equipment consist chiefly of parts which are not covered by Philips' patents. This business declined from 529,000 florins in 1935 to 325,000 florins in 1936. During the first 6 months of 1937, however, imports from the United States showed an increase in value over the same period last year.

Patents—The importation of American radios into the Netherlands on a commercial basis is not permitted because of the control of basic patents by the Philips Company. Although doubt has been expressed of the validity of these patent rights, any dealer attempting to import American radios is liable to an injunction action in the Courts of this country. No case up to the present has been carried to the highest court of appeal, so that the question is still in abeyance, but the position of Philips is considered to be a strong one. As a practical matter the Philips concern continues to enjoy control of the market.

Tariff Restrictions—The customs duty on radio sets with built-in loud speakers is 12 per cent plus a compensating duty of 2 per cent and a 10 per cent sales tax; on radios without loud speakers, the compensating duty is 1 per cent plus a sales tax of 4 per cent; on loud speakers the compensating duty is 2 per cent and the sales tax 10 per cent.

Television—Television in the Netherlands is still in the experimental stage although the progress already made in overcoming technical difficulties would, it is reported, justify the utilization of television in the Netherlands to the same extent as is being done in England, where performances are being given regularly. The Philips concern has secured a number at its laboratories at Eindhoven. The reproductions obtained with the company's newly developed 22-tube sight-and-sound receiver are considered satisfactory even when compared with the best obtained thus far elsewhere. With iconoscopes built in its own laboratories, both outdoor scenes and motion picture films can be transmitted direct, without the intervention of photography, by so-called interlacing at 25 pictures per second; in this manner, larger and clearer pictures are obtainable. There are still many improvements needed, but Philips has introduced complete television transmitters and receivers. This is some indication that the technical difficulties are being surmounted.

Short Wave—More all-wave sets are now being offered for sale in the Netherlands because the Netherlands is interested in developing short-wave broadcasting with its colonies and because listeners desire the option of tuning in on the short-wave band. American short-wave programs can be received in the Netherlands but the great obstacle is the difference in time which makes clear reception possible only with very selective sets.

Broadcasting Revenue — Broadcasting in the Netherlands derives its revenue almost entirely from voluntary contributions to one of the four broadcasting associations in the Netherlands. These associations publish periodicals subscriptions to which as well as advertising therein are an important source of revenue. Owners of receiving sets pay no license fee.

Advertising—Broadcast advertising is prohibited by law.

Transcriptions—Considerable use is made of phonograph records for broadcasting but the market for American transcriptions, even without advertising, is negligible.

Sets in Use—622,228.

Stations—5.

NEWFOUNDLAND

General—Radio has been developed in Newfoundland rather steadily since its beginnings, and the Colony constitutes a stable market of fair proportions at all times. American sets are popular, and the United States supplies practically all of the sets sold. The maritime nature of the country has probably been responsible for a greater appreciation of radio than would have otherwise developed. There is no retarding feature other than the two-dollar receiving license fee.

The reduced import tariff of 1935, under which there is no preferential treatment of British goods, has been a further aid to the sale of American sets.

Sets in Use—According to the 1935 Census Report there are 7,240 radio receiving sets in operation on the Island. It is believed that this figure is conservative, as many owners of receiving sets have not reported to the Government. More than 90 per cent of the sets in operation are all-wave. More than 80 per cent of the receiving sets are of American origin, and this number is constantly being augmented by new importations.

Sources of Supply—American radio receiving sets and equipment have gained a strong position in the local market, which it hardly seems likely will be easily broken into by foreign competitors. Some few radio receiving sets are imported by private individuals from Great Britain each year. More than 90 per cent of the demand at present is supplied by American manufacturers, some 18 or 20 American radio manufacturers being represented in Newfoundland. Competition is almost entirely among these manufacturers, the only foreign competitor represented locally being the Canadian Marconi Company. American radio receiving sets retail in Newfoundland at prices almost double their wholesale prices in New York.

Patents—There are no patents held by Newfoundlanders which affect the radio trade. Several foreign patents appear to have been registered in Newfoundland, but this circumstance has little or no effect on sales. The preference which seems to be shown by officials of the Department of Posts and Telegraphs for the Canadian Marconi Company is believed to be based on the fact that it is an Empire undertaking, and has no reference to any patent rights.

Tariffs—The Customs Import Tariff, which was promulgated Jan. 1, 1935, assesses imports of radio sets and equipment at 30 per cent ad valorem, with no preference being given to sets and equipment of British manufacture. This reduced tariff has resulted in a considerable increase in the importation of American equipment.

Short Wave—American short-wave programs are received in St. John's.

Transcriptions—Stations VONF and VOGY use transcriptions and popular dance recordings to form 60 per cent of their programs. During 1936 the Dominion Broadcasting Company imported for its own use transcriptions (15-minute recordings) valued at $1,500, U. S. cy. All of these transcriptions were imported direct from the United States. These transcriptions are rented out to individuals or organizations wishing to advertise over the radio. They are never sold outright. The turntable speeds are 78 and 33-1/3 revolutions per minute.

Regulations—The Radio-Telegraph Act of 1930 governs radio broadcasting in Newfoundland.

Sets in Use—7,240.

Stations—15.

NEW ZEALAND

General—Number of licensed receiving sets in operation on July 31, 1937 was 251,572, an increase of 48,144 or 23.6 per cent over those licensed at the same period in 1936. Radios are generally sold through wholesale distributors in the four principal cities, Wellington, Auckland, Christchurch and Dunedin. There are about 1,200 dealers, both wholesale and retail. The great majority of American sets are imported without cabinets in order to escape the higher import duty levied on complete machines.

Sources of Supply—The principal makes of radio, other than domestic sets, are imported from the United States, Australia, United Kingdom, (H. M. V.) Canada and the Netherlands (Philips), in order of importance. American sets are estimated to comprise 70 per cent of all imported sets sold. Locally manufactured sets comprise approximately 55 per cent of total sales.

Patents—With respect to radio patents, the New

Zealand Government has decided that the matter is entirely one for arrangement between the manufacturers and dealers, and the holders of the various radio patents. A patent pool known as the Australian Radio Technical Services and Patents Company, Limited, with headquarters in Sydney, Australia, is understood to be authorized to form agreements between patent holders and local dealers and manufacturers. An agreement between the two groups is understood to be still in effect, providing for the payment of 3 shillings sixpence (approximately 0.70) per cathode-anode stream.

Tariffs and Restrictions—The only restriction on imported radios and parts is a Customs tariff which provides British Empire products a large preference over American and other foreign sets.

Short Wave—There is no short-wave broadcasting in New Zealand, except that conducted experimentally by amateurs. The Government has, however, announced its intention of establishing a short-wave station before long. Reception of American short-wave programs is poor, due to the fact that most American broadcasts are received in the early morning hours, and a great deal of static interference is encountered.

Broadcasting—Radio broadcasting in New Zealand is controlled by the Government, which owns and operates 9 class "A" stations and 4 class "C" stations. Only the class "C" stations are permitted to broadcast advertising matter. In addition, the Government has announced that it has recently completed negotiations for the purchase of 15 of the 21 privately-owned, or class "B" stations. Negotiations are continuing for the purchase of the remaining 6 "B" stations. Occasionally, relayed broadcasts are received from Great Britain with respect to notable speeches, ceremonies and sporting events.

The 9 class "A" stations often operate as a national chain, sometimes with "B" and "C" stations added.

Advertising—Inasmuch as no advertising is at present permitted over the air, except from Government-owned "C" stations, the "B" stations rely for their financial support on private contributions for the most part. Some of these stations, however, have received subsidized support from the Government. The Broadcasting Bill provides for additional subsidies to be granted to "B" stations by the Government out of the proceeds of license fees, and it is anticipated that this policy will be continued as regards any "B" stations which are not eventually purchased by the Government. Prospective American advertisers over New Zealand stations should communicate with the Advertising Manager, National Commercial Broadcasting Service, Dixon Street, Wellington. Each 15 minutes of program may include 200 words of advertising. No advertising is broadcast on Sunday. Contracts are limited to 26 weeks.

Transcriptions—Due to the distance of New Zealand from the United States and Europe and to the different type of program broadcast in Australia (commercial), nearly all programs transmitted from local stations are of New Zealand origin. Relatively few New Zealand artists are engaged in broadcasting over the radio, and the major portion of local programs is made up of transcriptions. Most of those used are imported from Australia and the United Kingdom.

Turntable speeds are 78 r.p.m. for 10 and 12 inch records. A limited number of 16 inch records are used for which the speed is 33-1/3 r.p.m.

American advertising transcriptions are used in "C" station broadcasts, although advertising by local announcers is also available.

Regulations—Dealers in the four chief cities of the Dominion (Auckland, Wellington, Christchurch and Dunedin), pay an annual license fee of £NZ 15. (approximately $60) per year. Other dealers pay an annual fee of £NZ 7. 10. (approximately $30).

A listener's license fee of 25 shillings (approximately $5) per year is charged of every radio user. The amateur transmitter's license is 30 shillings (approximately $6).

Sets in Use—251,572.

Stations—20.

NORWAY

General—Broadcasting in Norway dates from 1925, when a private company was granted a concession by the State for the construction and operation of a radio broadcasting station in Oslo. On July 1, 1933, all stations were taken over by the Government, and an independent bureau, Norsk Rikskringkasting (National Broadcasting), was organized for the administration and control of broadcasting in Norway. At present National Broadcasting is operating 16 stations, including the national station at Oslo.

Revenues of National Broadcasting are derived from the same sources as were those of the privately-owned stations. For the fiscal year 1934-35, revenues amounted to 4,529,498 kroner, of which 3,151,055 kroner were derived from listeners' taxes. Advertising yielded about 5,000 kroner.

Short Wave—Reception of American short wave programs is, on the whole, very irregular, and certainly not steady enough for ordinary listeners to enjoy.

Receiving Sets—During the past few years there has been a growing interest in a certain low priced type of receiving set manufactured by one Norwegian firm and the local factory of the German Telefunken Company. There is also a great demand for the 3-tube Folkemottager radio, which is being manufactured jointly by two local firms for National Broadcasting. The manufacture of these sets was begun in 1936 with a lot of 8,000, and up to the present the demand is understood to have been greater than the supply.

Sources of Supply—There are 5 radio manufacturing firms of some importance in Norway, of which 3 are stated to undertake the greater part of the production. One of these is the Norwegian Telefunken factory. There is also one firm which is considering undertaking the assembly of the Philips product Rex-Aristona. While the United States ranked third in 1933 and 1934, the imports from that source dropped to fourth place in both 1935 and 1936, representing 3.9 per cent and 4.9 per cent, respectively.

While the interest in American receiving sets must be considered as relatively small, there is understood to be an increasing demand for tubes, and imports from the United States of loud speakers increased from 29.7 per cent to 46.7 per cent, tubes for receiving sets from 6.4 per cent to 10.6 per cent, and other apparatus for broadcasting from 10.8 per cent to 26.8 per cent. Imports cover only tubes which do not infringe the patents held by the patent pool.

Transcriptions — Since National Broadcasting bought its present program recording equipment, this has been very widely used, especially for programs received from out-of-the-way places. Outside of National Broadcasting, there would appear to be no opportunities for American transcriptions, with or without advertising.

Patents—A patent pool, consisting of certain European and American manufacturers, is offering a license agreement for the importation of American radio receiving sets, upon payment of a royalty of 7 per cent of the gross list price, less 30 per cent. American tubes, which formerly could not be imported on any basis, are now admitted to sale, providing they do not contain more than four electrodes and do not infringe the pentode or hexode patents. The Schottky (screen grid) and the Langmuir (grid frame) patents, which were great obstacles to the importation of American tubes, have now expired.

Five firms in Norway have now entered into a license agreement with the patent pool.

Sets in Use—Not available.

Stations—16.

PALESTINE

General—Statistics relating to licenses for radio sets show that 8,216 new licenses were issued in 1936, making a total at the end of the year 20,388. Of those issued in 1936, 5,147 (60 per cent) were on applications in Hebrew, 2,264 (26 per cent) in English, and 805 (10 per cent) in Arabic. Sets in use were stimulated by the opening, in March 1936, of the Government-owned broadcasting station at Ramallah, although imports decreased at the same time.

Sources of Supply—The United States is the principal supplier of radio equipment, supplying about 70 per cent. The nearest competitor is the Netherlands with about 14 per cent, followed by Austria, Germany, Great Britain, and Hungary with less than 5 per cent each. The American share is said to be increasing.

Patents—No adverse patent conditions have been reported.

Customs Duties—"Radio Sets and Parts Thereof" are assessed at the rate of 12 per cent ad valorem under Section 311 of the Palestine Customs Tariff. Combination radio and phonograph sets are assessed at the rate of 15 per cent ad valorem under section 180.

Short Wave—Short-wave reception is very important, because of climatic interference with medium and long-wave reception of distant stations. American short-wave stations can usually be heard only by the more powerful and expensive sets, and as the principal American programs are only available after midnight, relatively few persons endeavor to receive American programs.

Regulations—The Radio regulations of Palestine are based on the Wireless Telegraphy Ordinance of 1924, which had been amended on several occasions.

Sets in Use—20,388.

Stations—1.

PANAMA

General—Radio reception is made difficult in this area by the adverse climate and atmospheric conditions. From the middle of April to the end of December the atmosphere is unfavorable to clear radio reception.

Selling Facilities—The average price paid by the consumer for receiving sets is around $60 for the combination short-wave and broadcast bands. Lower priced units would obviously stimulate sales. It has not been considered feasible to secure distribution in the Isthmian market through commission agents operating on a commission basis. The market is small, highly competitive, and at least ten popularly advertised American makes are represented.

Import Tariff—Radio receiving sets, parts, and apparatus for radios are assessed 15 per cent ad valorem as an import duty plus 3 per cent ad valorem on the f.o.b. value of the invoice as a consular fee.

Sets in Use—Trade sources conservatively estimate the number of sets in operation on the Isthmus of Panama (in the Republic and the Canal Zone combined) at 7,000 to 8,000. The local demand for radio receiving sets, all of which must be equipped for short wave reception, has expressed itself in a steadily rising arc since the inauguration in 1935 of regular radio broadcasting within the Republic of Panama.

Practically all of the receiving sets and accessories are derived from the United States, which furnished $163,399 worth in 1936 out of a total of $164,553.

Transcriptions—The small number of broadcasting stations that exist in the country naturally impose marked limitations on the opportunities for supplying transcriptions for broadcasting purposes. The equipment of the broadcasting station is, however, 100 per cent of American manufacture, and the recorded programs employed are practically all from the United States.

Sets in Use—8,000.

Stations—7.

PARAGUAY

General—The radio market in Paraguay is somewhat difficult and involved at all times, and unusually so at this time, due to overstocks and weak and unstable exchange. Only about ten per cent of the Paraguayan population can be considered as potential radio set owners, on the basis of income, and the majority of this class is limited to the cheapest type of equipment.

Selling Methods—Competition among distributors is very keen and every saving is effected where practicable. In several instances chassis of established sets are purchased from factories in Buenos Aires and the cabinets are made of domestic woods in shops in Asuncion after designs supplied by the exporter. This procedure, while it eases competition to some extent, tends further to preclude the successful introduction of new American lines when directly complete from the United States.

Sources of Supply—The United States is the principal source of supply for radio sets and parts. Of the 656 sets imported during 1936, 72 per cent were from the United States and 22 per cent were from Argentina; 800 sets were imported during 1935, of which 55 per cent were from the United States and 40 per cent from Argentina. Formerly, Argentina supplied the major percentage, but the general tendency at this time is to import direct.

Patents—There never have been any legal controversies involving radio patent rights.

Tariffs—The Paraguayan Customs Tariff provides a duty of 37 and one-half per cent ad valorem on radio sets. That figure alone, however, has but little significance in calculating duties. The system now employed for arriving at duties payable is extremely complicated. Calculations begin with the invoice value, which should include consular fees and insurance charges.

Short Wave—Those who can afford the higher prices therefore prefer all-wave sets, with which they can receive European and North and South American programs not available on the middle waveband.

Advertising—The advertising policies of the various stations are not well organized, running several articles together on the same program with no pause between items. Advertising rates are low because results are negligible.

Transcriptions—Broadcasting stations in Paraguay are not very familiar with transcriptions for broadcasting. The average radio public in Paraguay prefers a type of music peculiar to the country and the number that might appreciate American transcriptions is said to be too small to warrant the expense of importing them.

Sets in Use—10,000.

Stations—12.

PERU

General—There are 9 broadcasting stations operating in Lima and 5 elsewhere in Peru, all but one privately-owned.

Advertising—All Peruvian stations are supported by advertising. No fixed advertising policy exists and rates, are, therefore, the result of bargaining. All stations use phonograph records; two stations also use electrical transcriptions.

Foreign Competition—The bulk of the business is secured by 3 or 4 well-known American makes, with a large number of other American makes sharing in about 10 per cent of the total sales.

A few German "Telefunken," and Dutch "Philips," sets are sold but the total to date is reported to be negligible. At present "Philips" is practically off the Peruvian market.

Import Duties—Import duties are not restrictive.

Patents—There are no patent requirements for the introduction of radio sets in Peru. Trade marks should, however, be registered.

Short Wave—Short wave broadcasting was undertaken by two stations. Many persons have reported difficulty in getting Schenectady, as a result of German broadcasts on DJA 31.38 meters—9,560 kilocycles and DJD 25.49 meters—11,770 kilocycles, programs of which are now advertised in the Peruvian press.

Transcriptions—While phonograph records are still widely used more talent is being hired. Electrical transcriptions are used regularly by several stations. Special transcriptions are in Spanish; however, popular songs from the United States are given in English.

Restrictions—There are no exchange, import, or other general restrictions.

Sets in Use—19,000.

Stations—14.



PHILIPPINE ISLANDS

General—The radio is particularly valuable in towns and districts remote from Manila, which cannot otherwise get news, produce quotations, etc., promptly. It would seem that the provinces outside of Manila should offer an excellent field for expansion in the sale of radios, to the extent that economic conditions permit their purchase. Nevertheless, at least 75 per cent of the sets sold are sold in Manila.

Sets in Use—At the end of 1935, there were 24,231 sets licensed, of which 11,313 were in Manila and 2,683 in the province of Rizal, which includes Manila suburbs. Of the total 60 per cent were registered in the Manila area. The total number of sets registered at the end of 1936 was 27,995.

Short Wave—The majority of the sets in use are long-wave, probably 60 to 70 per cent of the purchasers are not interested in short-wave. This is probably due partly to the fact that there has been no short-wave broadcasting in the Philippines and the majority of Filipino purchasers are not much interested in outside stations. There is a good market for sets, however, among the Chinese. Americans, Europeans and many Filipinos, particularly those who have traveled abroad, require short-wave sets capable of getting European stations. American stations are not as a rule heard successfully in the Philippines.

Sources of Supply—Probably two-thirds of the sets sold are of two American makes. The remaining third of the business is divided among 8 or 9 sets, chiefly American, with the exception of Philips, which gets a moderate amount of business in the high-priced class.

Patents—Situation not of importance.

Short Wave—Reception of American short-wave programs is generally unsatisfactory. They can sometimes be heard on very good sets, but European programs come in much better.

Advertising—KZRM in 1936 broadcast 282 hours of sponsored programs, including some electrical transcriptions from the United States. There are occasional rebroadcasts of important events in the United States and Europe brought in on short-wave and rebroadcast by KZRM. KZEG's programs are made up mainly of phonograph records. It had an advertising revenue of 13,845 pesos in 1936, which approximately covered the cost of operation. KZIB is operated by I. Beck, Inc., department store owners and radio distributors. Programs are made up about 35 per cent of local talent, 15 per cent electrical transcriptions and 60 per cent of phonograph records and are heard throughout most of Luzon and sometimes in the southern Islands.

Advertising revenue averages about 1,000 pesos a month, which is not quite sufficient to cover operating expenses.

Transcriptions—A few electric transcriptions are received from American advertisers. Aside from that, there is no considerable use of transcriptions, although phonograph records are used a good deal.

Regulations—Of the 27,995 sets registered at the end of 1936, it appears that registration fees were paid on not more than half, as the total amount received, on the basis of 10 pesos per year per set, was 123,559 pesos.

Sets in Use—27,995.

Stations—3.



NICARAGUA

General—Little control is exercised in Nicaragua over the activities of broadcasting stations, although there is in existence a set of regulations covering licensing and other pertinent features.

The total number of sets in Nicaragua is unofficially estimated at about 1,700.

Broadcasting—Advertising by radio is not, as yet, beyond its first stages and is usually limited to local enterprize.

Short Wave—American and other foreign short Wave reception is good during the later hours of the afternoon and during the evening, except, of course, where there is interference from local stations.

Receiving Sets—Practically all radio receiving sets sold in Nicaragua are of American manufacture. The most popular sets are those with all-wave reception and from 6 to 11 tubes. Eight or 9 tube sets in table models appear to have the greatest sales appeal.

Import Restrictions, Quotas—At present there exist no import restrictions or quotas. No permits are required for importation of radios into Nicaragua at present.

Sets in Use—1,700.

Stations—9.



POLAND

General—There were only 763,693 registered receiving sets in Poland on June 1, 1937, of which 483,547 were tube type, the remainder being crystal sets. The total number registered represents an increase of 104 per cent from the 374,000 registered on Jan. 1, 1935, and an increase of 55 per cent over the 491,823 registered on Jan. 1, 1936. About 14 per cent of the total are in Warsaw.

Germany is the principal source of imports of radio sets, parts and accessories, followed by Holland and Austria. Small quantities are also received from the United States, England, France, and Switzerland. The demand for American sets is greatly limited by present market conditions.

Tariffs and Restrictions—Radio receiving sets are classified under tariff item No. 1118, paragraph 1, which has "normal" rates of from 2,000 to 5,000 zlotys per 100 kilograms but, conventional rates of from 1,400 to 3,600 zlotys. Conventional rates apply to imports from the United States. Quotas for the importation of American radios are not established officially, but it is understood that at present allocations of import permits are being made to the extent of 450 kilos net weight per quarter.

Short Wave—The short-wave program over station SPW of Warsaw on 22 meters starts at 5:30 p.m., Central European Time, and ends at 7.30 p.m. on Sunday and starts at 6:30 p.m. and stops at 7:30 p.m. on Mondays, Wednesdays, and Fridays only. Programs consist mainly of Polish music, news comments, talks on Poland and Poles, etc. Reception of American short-wave programs, even with 6 and 7 tube sets is fairly good. This is likewise true of such far away stations as Buenos Aires, Argentina and Tokyo, Japan.

Broadcasting—Broadcasting in Poland is under the control of Polskie Radio (The Polish Radio Co.) which is a Government owned and operated enterprise. The broadcast programs, which still have room for improvement from an American standpoint, are supported by subscription fees paid by radio owners.

Advertising — Advertising, which did not reach American standards, was interspersed between records in the recorded musical programs but on April 1, 1937 all commercial advertising over the radio was discontinued. In 1936 the income from advertising amounted to 555,359 zlotys, and up to April 1, 1937, 172,723 zlotys.

Transcriptions—Slightly more than 20 per cent of the broadcasting time of the most important Polish radio stations is devoted to the broadcasting of recorded music. Additional time is devoted to recorded talks but this time is not regular. Owing to the fact that the local record making industry is well established, no opportunity is offered for supplying American transcriptions, either with or without advertising; in fact, Poland offers only a very small market for American made phonograph records. Imports of records come principally from Germany, England and Austria. The most important record makers are Syrena-Rekord, Tow. S. A. and Polskie Zaklady Fonograficzne, both of Warsaw. These firms do not furnish records for broadcasting but retail record shops do.

Sets in Use—763,693.

Stations—10.

PORTUGAL

General—At present there are 23 broadcasting stations in Portugal, and one additional short wave station under construction. Of the total, 2 are owned and operated by the Government, 2 by the Radio Club Portugues, and only these 4 are of any considerable importance, the remaining 19 being stations of low power and small coverage, known locally as "amateurs." There are 3 short-wave stations included in the total given above. None of the stations in Portugal have sufficient power to cover the entire country.

Advertising—Radio advertising is prohibited by law in Portugal, but a special temporary concession has been granted the Radio Club Portugues to broadcast advertisements. It is reported that owners of several small stations have recently petitioned the Ministry of Public Works and Communications for authorization to broadcast advertising, but no decision has been announced as yet.

Regulations—The Government exercises control of radio in Portugal through a Director of Radio Electrical Services (Direccao dos Servicos Radio Electricos) in the Ministry of Public Works and Communications. Regulations are contained in Decrees Nos. 22,783 and 22,784 of June 29, 1933, published in the Diario do Governo of the same date.

Sets in Use—According to recent statistics, there were 52,303 licensed sets in use in Portugal as of Nov. 30, 1936. It is estimated, however, that the total number in use is not less than 65,000. No statistics are available covering the types of sets in use, but it is believed that the greater number are 4 or 5 tube medium-wave band sets.

Foreign Sets—While American radios continue to dominate the Portuguese market, accounting for more than 50 per cent of imports in 1935, the competition of European sets is becoming increasingly severe.

Patents—According to local importers, there are no patent regulations or patent licensing arrangements which would operate to restrict the sale of American radios in Portugal.

Customs Duties — Radio receivers are classified under Article 651 of the Portuguese Customs Tariff, and are dutiable at 0.60 gold escudos per kilogram, plus a surcharge of 20 per cent on radios weighing less than 5 kilograms and of 5 per cent on those weighing more than 5 kilograms (according to the terms of the commercial agreement with the Netherlands).

Sets in Use—65,000.

Stations—24.

RUMANIA

General—In proportion to its size and population, Rumania is still far from being adequately supplied with the radio equipment necessary for its requirements. Economic difficulties have considerably restrained Government promotion of developments. At present the major obstacles to sales are the import and exchange restrictions and high rates of duty, with limited consumer purchasing power. Last official statistics showed 127,041 sets in use of which 114,284 were tube and 12,737 crystal sets. This amounts to one set for each 151 inhabitants. Estimates place unlicensed sets at 75,000.

Sources of Supply—The Rumanian market is supplied about 75 per cent by European manufacturers, 8 per cent by American, and the remainder by domestic industry. Austria is now consistently the first supplier of sets, the Horniphon factory in Austria manufacturing Philips sets to give Philips the advantages of the more lenient Austro-Rumanian agreements. American participation appears to be slowly improving, despite the difficulties attendant upon this trade.

Foreign Trade—The United States holds third position as supplier of sets, total imports therefrom in 1936 amounting to 18,732 net kilograms. The peak of imports from the United States in that period was reached in 1932 with 25,979 net kilograms.

Short Wave—All-wave sets have been in demand since 1933 as a result of demonstrable superiority of reception during the summer months over medium band sets. Short-wave reception is excellent the year round, and popularity is growing from year to year. Approximately 90 per cent of current sales of imported sets are for those with short-wave tuning, as well as about 80 per cent of the domestic. American transmissions are heard in the evening (from 7 to 9 p.m. local (Eastern time)), and early in the morning (3 to 6 a.m.), although not as well as the European broadcasts.

Advertising—The broadcasting company has placed all advertising arrangements in the hands of the Advertul Publishing Co. of Bucharest. The general quality of advertising is low, and consists almost entirely of announcements. The only rates are by the word, at 20 to 30 lei per word (12 to 18c). Full sponsored programs can be arranged, but rates seem to be a matter of bargaining. The broadcasting company is said to have earned approximately 4,000,000 lei in each of the past three years for advertising broadcasts.

Transcriptions—Recordings are used extensively.

Regulations—Receiving licenses for tube sets cost 200 lei, and for crystal sets 50 lei. In addition there is a subscription fee of 600 lei per year for home tube sets and 300 lei for home crystal sets. Sets in public places are assessed a subscription of 3,000 lei in municipalities, 1,800 in other urban centers, and 1,200 in rural districts, and those in State institutions, 600 lei. Any extension outlet increases the liability by 300 lei. The fees are collected directly by the broadcasting company or through the post office, and are payable quarterly, semi-annually, or annually.

Sets in Use—127,041.

Stations—2.

SWEDEN

General—Authoritative estimates of the number of wired homes approximate 90 per cent of the total homes, owing largely to the intensive development of a national electrical system. On June 30, 1937, the total number of receiving licenses outstanding was 1,026,372. This represents a steady increase from 1926, when the number was 242,559, or approximately one-fourth of the present total. The Swedish set manufacturers, as well as the principal European producers selling on the Swedish market, have their own marketing organizations and sell directly to retailers. Most of the rather limited American radio set business is also done through representatives who act as retailers.

Market for Sets—A well-informed trade source estimates that sales of sets during 1936 were between 150,000 and 175,000. While some concerns now entrenched in the market will do everything possible to hamper sales of American sets, others would like to see this business expand and to further connections with reliable manufacturers in the United States. Signs have continued that the obstacles which have stood in the way of the expansion of this business have been decreasing. The American sets which are now found here are, to a noticeable extent, the smaller and cheaper models. The most popular sizes in this market are of 5 and 6-tubes (including the rectifier).

Sources of Supply—The Philips is the only one of the leading European suppliers which has been holding its own as regards set sales in Sweden. Marconi sales have declined and Telefunken is disappearing from the set market. The Hungarian manufacturer of Orion sets has increased his business lately, it is stated. The trade also express the belief that American sales of sets in this market in 1936 increased to approximately 750,000 to 800,000 crowns worth of sets (estimated at about 500,000 crowns in 1935). The trade estimates that the American share in Swedish imports of radio apparatus and parts is made up roughly of 750,000 to 800,000 crowns worth of sets and the rest is split up among tubes, small parts, and loud speakers.

Patents—The principal factor in the present marketing situation is the local patent pool, which has thus far served as a means of keeping down American competition, and has fought Swedish outsiders, or independents, such as Luxor and Centrum. The previous patent pool, called Patentkonsortiet for Rundradio, formed in 1931 and fairly successful in collecting royalties from users of the patents, was dissolved on August 1, 1934, and soon succeeded by Konsortiet for Rundradiopatent. It collects royalties to the amount of 4 per cent on the gross value of each set, without tubes, alike from manufacturers and importers. Its minimum fee is 7.50 crowns for each set.

The pool situation described has undoubtedly and obviously restricted the development of the Swedish market for American radio products, as can be seen from the records, but the position has undergone some amelioration in the past year, especially by reason of the fact that one Swedish firm, importing in quantity from the United States, was sued and won the suit in the court of first instance. The case is still pending in the higher courts.

Tariffs and Trade Restrictions—The Swedish customs tariff provides a basic duty of 10 per cent ad valorem plus an additional duty of 10 per cent, making a total of 20 per cent ad valorem applicable to assembled radio sets, loud speakers and parts. Tubes are only subject to the basic duty of 10 per cent ad valorem. No other restrictions are applied.

Short Wave—There are two short wave broadcasting transmitters in Sweden, both at the Motala station. European stations are regularly and quite satisfactorily received. Reception from the United States is had, but it is not generally very satisfactory without large sets and outside the larger cities. The demand in Sweden is for all-wave sets.

Advertising by Radio—None.

Transcriptions—Steel band (electro-magnetic) transcriptions of interviews with prominent personages, local color interviews and records of important events are employed by Radiotjanst. No advertising transcriptions are permitted. Phonograph records (turntable speed—78 r.p.m.) are only used for musical programs.

Regulations—The monopoly stations are owned by the Royal Telegraph Board, a division of the Government, which has supervisory control over all broadcasting.

Sets in Use—1,026,372.

Stations—33.

SWITZERLAND

General—The situation for American radios on the Swiss market at present is decidedly unfavorable. American products are faced with the formidable competition of domestic and certain foreign makes.

Advertising—Commercial advertising is prohibited. Radio propaganda is confined for the most part to talks in German and other languages intended to attract tourists to the numerous Swiss mountain resorts.

Radio License Fees—The right to issue licenses and collect fees for the operation of receiving sets is reserved to the Federal Government. The fee at present is 15 francs per annum, or approximately 4 centimes per day.

Radio Sets in Use—The number of licensed radios in Switzerland corresponds to 10 per cent of the population as compared with 16.5 per cent in Great Britain, and 17.1 in Denmark.

Telephone Broadcasting—On the whole, radio reception is not satisfactory in Switzerland, owing to much static and atmospheric disturbances. To overcome this difficulty "wired" wireless was introduced in 1931. This system makes it possible for telephone subscribers to receive radio programs through an ordinary telephone wire. The charge is 36 francs per year.

Radio-Rediffusion—Radio-Rediffusion, operated by a private company, is another form of "wired" wireless. This type of transmission also requires only an amplifier and loudspeaker. The fee for this form of radio reception is 15 francs per annum plus a weekly rental charge for the equipment of 1.20 francs.

Declining Sales of U. S. Radios—American radios were among the first on the Swiss market and for several years enjoyed a leading position in this country. As a result of various adverse factors, however, sales have been steadily declining. According to leading radio dealers, one of the principal reasons for the decline in sales is that the reputation of American radios has been impaired as a result of imports of large quantities of old and obsolete models.

American sets are regarded as being superior to European and domestic makes for short-wave reception. However, interest in short-waves for

overseas reception is not as wide-spread in Switzerland as in the United States.

Patents—The situation with respect to patent litigation instituted by the Philips-Telefunken interests against various importers and dealers continues substantially unchanged. It is understood that 28 law suits are pending before Swiss Courts but that the proceedings are being deliberately drawn out because the Philips-Telefunken interests fear that the final outcome might be unfavorable. The fact that imports of American radios have declined to approximately 4 per cent of the total demand tends to detract from the importance of the pending litigation.

Television—In the field of television very little headway has been made in Switzerland.

Use of Records—Various manufacturers of phonograph records, contending that the broadcasting of records injures the sale of their products, have instituted a suit against the Swiss broadcasting companies.

Sets in Use—439,356.

Stations—6.



URUGUAY

General—Uruguay has 39 broadcasting stations, or one to 50,000 persons. Montevideo, the population of which approaches 700,000, has 24 stations and the remainder are fairly well distributed throughout the interior. The power of these stations ranges from 50 watts to 10,000 watts, mostly between 250 and 10,000 watts. All but one of the stations broadcast on middle waves, between 201 and 526 meters. One short-wave station operates; it is CXA4, on the 6,125 kilocycle channel (49.95 meters) and authorized power of 1,000 watts. Authorization has also been granted for the establishment of another short-wave station, CXA2. Broadcasting is permitted to private interests, which devote much of their programs to advertising.

Sets—There are no accurate figures available on the number of radio receiving sets in Uruguay (no tax on sets is levied, and no registration required); however, it is estimated that about 115,000 receivers are currently in use. The market for all-wave sets is general, no one-wave sets being imported at present. Short-wave reception from Europe is reasonably satisfactory, although local interference frequently mutilates British news transmissions. American stations are almost entirely blanketed by German ones.

Customs Duties—The duty on radio sets and loudspeakers is 120 per cent of a fixed valuation of one peso per kilogram, or 1.20 pesos per kilogram; 25 per cent of this duty must be paid in gold or in currency to the equivalent of the Uruguayan gold par, and for the months of November and December 1936, the premium of gold over paper was 2.915. A computation shows the actual amount of the duty to have been 1.7748 pesos per kilogram. The premium is changed monthly when exchange fluctuations make it desirable. The duty on spare parts and accessories is 120 per cent of a fixed valuation of 80 centesimos per gross kilogram. Tubes up to 10 watts pay 120 per cent on 50 centesimos per tube; and those of over 10 watts pay 20 percent on 10 pesos per tube. In all cases 25 percent of the duty must be paid either in gold or its equivalent, as in the case of radio sets.

Foreign Sets—In 1934, the United States contributed 93 percent of the sets imported into Uruguay. Argentina, Holland, Germany, Japan, and Great Britain are attempting to secure a foothold in the Uruguayan field, but have met with little success so far.

Sets in use—115,000.

Stations—39.

UNION OF SOUTH AFRICA

Including the Rhodesias, Bechuanaland, South West Africa, etc.

General—The Union of South Africa commercial area includes the Rhodesias and South West Africa. According to the Post Office Department, there were 176,337 listeners in the Union of South Africa as of July 31, 1937. This is approximately one receiver to every 11.4 white inhabitants of the country. The Corporation estimates the ultimate capacity of the country to be 250,000 receivers.

Market for Sets—As the monthly sales of approximately 1,900 will show, the market in South Africa is an excellent one. The demand is universal and well distributed throughout the year. Standard type sets with 5 to 11 tubes are favored. The importance of the rural business may be judged from the fact that an estimated 25 to 30 percent of the sets sold are battery operated.

Reception of local programs on the usual broadcast waves is fair at most seasons of the year, but coverage is not so complete as to give all districts clear reception at all times. This fact and the lack of attractive programs emanating from South African stations have built a demand for all-wave sets and for combination radio receivers and phonographs known as radiograms.

Sources of Supply—Chief United States competitors here are the United Kingdom and the Netherlands. The United Kingdom supplied about 15 percent of the imports in 1936, and even some of that amount was made up of products originating in the United States and assembled in the United Kingdom for export to South Africa. Holland's position in 1936 does not compare favorably with that of 1935. Although South Africa's total imports increased considerably, Holland's share dropped from approximately 16 percent in 1935 to 8 percent in 1936. All other suppliers to this country furnished about 2.4 percent of the total. United States now controls slightly more than 75% of the market.

Short Wave—Because of the general lack of appeal in local programs, practically all receiving sets in use in South Africa are all-wave sets. The Continent can be received fairly well here all the year round, particularly those stations in England, Germany, Italy and France that transmit in South African direction. American short-wave programs can be picked up but not with sufficient clarity to recommend them to the majority of listeners. It would appear logical that in order to preserve the excellent trade, American interests should cater to South African listeners by taking steps to provide them with suitable programs. A high power station with a directional aerial broadcasting a daily program designed for this country at such a time that most listeners here could listen in would do much good.

Advertising—Sponsored programs are not broadcast in South Africa and the Broadcasting Corporation is definitely against them. There is provision in the Radio Act to permit the operation of commercial broadcasting but it is unlikely that the Government's radio control board will allow such a development in view of its general plans for the next few years' developments nor is it likely that any private organization would risk the necessary investment in view of the Corporation's ambitious plans for the future development of its services.

Transcriptions—Transcriptions form an important part of the broadcasting material in all the Corporations' studios. Rebroadcasting of local events is resorted to from time to time. English recordings of broadcasts are losing favor in comparison with American chiefly because their quality is mediocre. The accepted procedure at present is to substitute South African continuity on imported albums of recordings. Turntable speeds are 78 and 33 r.p.m.

Regulations—Licenses are required for the ownership and operation of receiving sets, the fees

being graduated according to a zone system, depending upon the question of reliability of service as indicated by the distance of the installation from the nearest broadcasting station.

Sets in Use—176,337.
Stations—12.



UNION OF SOVIET SOCIALIST REPUBLICS

General—With the exception of a small number of amateur transmitters, all broadcasting and radio transmission stations in the Soviet Union are owned and operated by State organizations. The maintenance and management of the technical equipment of general broadcasting stations are in the hands of the People's Commissariat for Communication of the U.S.S.R., while the broadcasting is controlled and supervised by the All-Union Radio Committee, which is attached to the Soviet of People's Commissars of the U.S.S.R.

The All-Union Radio Committee is a central body which carries out the radio broadcasting programs of the main stations in Moscow and supervises the activities of 70 local committees in different parts of the Soviet Union.

Advertising—Advertising in the sense in which that term is usually understood is not broadcast by Soviet radio stations. Foreign business firms have not, apparently, at any time advertised over the Soviet radio broadcasting system. It is believed, moreover, that advertising over the Soviet radio would not, in view of the Soviet Government monopoly of foreign trade and other factors of merchandising peculiar to the Soviet Union, achieve the purposes for which intended since such factors would seem to obviate the necessity for that type of advertising.

Reception of American Programs—American short-wave broadcasts are received in the Soviet Union by good short-wave receivers, but such receivers are extremely rare and appear to be mostly in the possession of members of the various foreign colonies in that country. It should be added, in this connection, that American radio programs have, although infrequently, been rebroadcast by standard and long-wave Soviet broadcasting stations.

Receiving Sets—At last report, there were 350,000 receiving sets in the Soviet Union or about two sets to each one thousand of the population, in addition to which there were approximately 2,000,000 outlets in community systems.

The sources of supply of radio receivers and radio materials and replacement parts in the Soviet Union are Soviet factories. No foreign receivers or replacement parts are available on the market.

Television and Facsimile Transmission—Considerable experimentation with television appears to be in progress in the Soviet Union. The V. Ts. S. P. S. (trade union) station at Moscow is said to maintain regular television transmission based on the 30-line or 1,200-element system. Television receivers are not available on the Soviet market. A few have apparently been constructed by amateurs.

Facsimile transmission is used to some extent in Government communication services. A regular facsimile service has been established between Moscow and Leningrad.

Transcriptions—Transcriptions of radio broadcasts are apparently not made in the Soviet Union. Transcribed programs consist of broadcasts of phonograph recordings and sound films. As was pointed out previously, 2000 of the 5,800 hours devoted, during 1936, to musical programs by the central stations are designated for the broadcast of transcribed music.

Patents—In endeavoring to raise its own technical standards and to free itself from dependence upon foreign products, Soviet industry is engaged in copying on an extensive scale machinery and other articles which have been invented and patented in other countries, samples or descriptions of which it has obtained by purchase or otherwise. This practice has been facilitated by the fact that it is not illegal in the Soviet Union to copy articles or processes not patented in that country and that relatively few Soviet patents have been granted to persons or firms resident abroad.

Customs Duty—The Collection of Customs Tariff of the U.S.S.R., 1935, provides, under item No. 92 a minimum and a maximum import duty on radio receivers and radio materials amounting respectively to 25 and 30 per cent ad valorem. The minimum duty, it is understood, is paid upon the importation of radio receivers and material according to plan and the maximum duty is paid upon the importation of such articles outside of the plan.

Sets in Use—350,000.
Stations—63.

UNITED KINGDOM



England, Scotland, Wales, Northern Ireland, and Minor Islands

General—Total number of licenses in force at the end of July, 1937, was 8,269,500 compared with 7,718,794 at the end of July, 1936. This does not represent the total number of radio sets in use in the country, as one license may cover more than one set and there is doubtless a certain additional number of unlicensed sets being operated illegally.

Demand for Sets—It is estimated that during the last 2 years the majority of the business has been in replacements. In one instance, it was calculated that 75 per cent of total sales of one factory during 1936 was replacements. The sales of sets to new users will continue slowly, but in the future the replacement business will be the most important. The most popular sets in the United Kingdom are those costing between £9 9s. and £15 15s, table models with from 6 to 8 tubes, and operating on 3 wave-bands, long, medium, and short. The demand for short-wave sets, or rather all-wave sets, has increased enormously.

Sources of Supply—The British Radio Manufacturers' Association has been active for several years in developing expedients by which foreign goods may be excluded from competition in the British market, especially through pressure upon wholesalers and retailers. Several plans have been tried, employing both punitive measures against dealers in foreign goods through restricting their supplies of British products, and by rewarding dealers in British goods exclusively through added discounts.

Patents—The sale of American sets on the British market is severely handicapped by the activities of the Patent Pool, whose policy it is to exclude if possible American sets. This the pool has been successful in doing to a great degree

and the imported American sets on sale are as a rule boot-legged into the market. Some American manufacturers have overcome this difficulty in part by manufacturing in England.

The pool has no objection to licensing branch plants of American firms, provided the terms of the license, described below, are adhered to and also provided the conditions regarding British content be complied with. British manufacturers have rather opposed the policy of the pool in granting licenses to American firms manufacturing in this country. The pool has invariably replied that there is no reason in law or otherwise why licenses should not be granted in these cases, providing the conditions are accepted and unfair competition eliminated. To support this policy the pool has brought legal action against many American makes of radios.

Members of the pool are the British Thomson-Houston Co., Ltd.; Electric and Musical Industries, Ltd.; Hazelpat, Ltd.; Marconi's Wireless Telegraph Co., Ltd.; Standard Telephones & Cables, Ltd., and the Western Electric Co., Ltd. The operating member is Marconi's Wireless Telegraph Co., Ltd., with offices at Electra House, Victoria Embankment, London, W. C. 2., to which all applications for a license should be addressed.

The importation of American sets into Great Britain in a satisfactory way is rendered extremely difficult by the pool, and American Manufacturers seeking outlets in this market should be warned that a patent situation exists, that a powerful pool is in active operation, and that their dealers, if any appreciable volume of sale is reached, will probably be sued. American manufacturers should also be advised to inquire carefully into the financial position of any British firm applying for a radio agency.

Tariffs—It must be understood that information regarding any foreign tariff rate is especially unstable and should be verified as nearly to the date of importation as possible. The current import duty on radio receiving sets in the United Kingdom is 20 per cent ad valorem, on tubes 33-1/3 per cent, and on radio-phonographs 33-1/3 per cent. These duties are levied on landed cost values.

Television—See Television Section.

Government Control—Broadcasting in the United Kingdom is operated by the British Broadcasting Corporation, a semi-governmental organization operating under a charter granted by the Postmaster General with the approval of Parliament. Early in the year, the charter which expired at the end of 1936 was renewed for another period of 10 years. No commercial or sponsored programs are permitted by the charter of the B.B.C., which is responsible for all programs transmitted through the National and Regional stations and the Empire transmitters as well.

Programs—The program policy of the B.B.C. remains with a few slight changes the same as in past years. Greater empasis is being placed on broadcasts to schools and talks than hitherto. Recorded programs are used principally during the earlier hours of the broadcasting day and are widely used in the Empire broadcasts. The departments of the B.B.C. are Music, Variety, Drama, Outside Broadcasts, Dance, News, School Broadcasts, Religion, Program Planning, Television, and the Empire Services.

Advertising—As a policy of the British Broadcasting Corporation, no advertising is broadcast. There is no other restriction, however.

Regulation—Every owner of a wireless set is required by law to obtain a license which costs 10 shillings annually and is good for 12 months. One license will cover any number of radio sets in one house but a separate license is required for car sets. The only exemption from this license fee applies in the case of blind persons. Receipts from the license fees are applied to the cost of programs after a percentage has been deducted for the use of the National Exchequer. It is estimated that this year the B.B.C. will get 6 shillings 4½ pence net of each 10 shilling license fee.

Sets in Use—8,269,000.
Stations—18.

VENEZUELA

General—Radio broadcasting in Venezuela dates from 1926, when a station was established under a monopoly that had been granted 2 years earlier. The monopoly included, besides exclusive broadcasting rights, the importation and merchandising of all radio apparatus.

Short Wave—American short-wave programs are easily received throughout Venezuela on standard receivers, broadcasts coming through more clearly in the evening and at night than during the day. During the winter, American long-wave broadcasts are also regularly heard. European short-wave programs from England, Germany, France, Spain, and Italy, in the order listed, are also easily picked up here, while almost all Latin-American countries can be heard.

Transcriptions—The use of recorded programs for broadcasting is generally prevalent, especially in morning broadcasts, and from the smaller stations in the Interior of the country. According to a ruling of the Ministry of Labor and Communications, however, recordings may not occupy more than 90 per cent of any Venezuelan program.

Sets in Use—80,000.
Stations—31.

YUGOSLAVIA

General—According to figures published by the Radio Control Office of the Ministry of Posts and Telegraphs, there were on May 30, 1937, 103,683 receiving sets in actual use. It is estimated that there are actually about 125,000 sets in operation.

Sources of Supply—Foreign competition is confined to a few large firms. Philips has about 31 per cent of the present turnover in imported sets, followed by Austrian firms with 20 per cent, German with 20 per cent, Hungarian with 11 per cent, and the United States with 7 per cent. In 1932, the United States led in the Yugoslav radio market, but it has since lost position to Holland, Austria, Germany and Hungary. European manufacturers of radio appear to have a great advantage over the American manufacturers as regards quality and price and can fill orders more promptly.

Patents—Patents are controlled by the local firm Siemens-Halske A. D., associate of Telefunken A. G., Berlin, which owns the most important radio patents. There are also numerous American patents registered but only Siemens is enforcing its patent rights.

Tariffs; Import Restrictions—On June 25, 1936, the Yugoslav Government placed into effect an order prohibiting the importation from countries having no clearing agreements with Yugoslavia (this includes United States) of certain types of merchandise including radios and parts. Since the placing into effect of this order, the National Bank has withheld the issuance of permits for imports from the United States. Permits will be only granted upon condition that the would-be importer undertake to export to the United States a compensating amount of Yugoslav products. As dealers are generally not in a position to organize an import trade on such a "compensation" basis, the importation of American radios and parts has decreased.

Advertising—The Yugoslav stations broadcast some advertising, but the total is limited by the stations as a matter of policy.

Transcriptions—Records are extensively used in broadcasting, amounting to about 20 per cent of the total program time. American dance music is popular but difficult to obtain in satisfactory records on account of the unsettled copyright questions.

Sets in Use—103,683.
Stations—4.

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